

ANDY GRAY'S GUIDE TO THE CHAMPIONS LEAGUE 2010-2011



MEDIA INFORMATION 2010
www.classicsportseries.com

FAST FACTS

Absolute Publishing Ltd is pleased to be publishing *Andy Gray's Guide to the Champions League 2010/11* to commemorate football's most prestigious European club competition.

- **Format:** A4, high-quality colour, perfect bound publication, written by experienced journalists. Minimum of 148 pages.
- **Design:** Modern and contemporary, with strong, vibrant sports visuals.
- **Frequency:** One-off special published in September 2010.

EMAGAZINE

- **Online magazine distribution:** A digital version of the specialist sports magazine will be emailed directly to 500,000 ABC1 professionals with specific sports interests, who have pre-subscribed to the service.
- **Printed advertisements** will appear electronically with fully-functional hyperlinks (see online specification on opposite page).

DISTRIBUTION*

- **Ground distribution:** WHSmiths High St, WHSmiths Travel, Martin/McColls, Borders and all major stockists throughout the UK at £3.75.
- **Additional distribution:** Gyms, leisure centres, corporate reception areas, Mercedes dealerships, male grooming salons, airline and Eurostar lounges, hotels and private hospitals and dentists and Institute of Directors.
- **Airport distribution:** London Heathrow, Gatwick and Stansted – departure gates.

KEY FEATURES

- ABC1/AB circulation through all publications.
- Targeting passionate sports enthusiasts.
- Leading sports personality endorsements.
- Distribution to major Football Agents in UK.
- In-store, point-of-sale promotions.
- Brand sponsorship opportunities available.
- Advertiser placements available within dedicated editorial features.
- Exclusive hospitality available in-conjunction with advertising activity.
- Tailored brand marketing campaigns.

AT A GLANCE

- CIRCULATION 70,000 COPIES
- 15-WEEK SHELF LIFE
- 500,000 ONLINE SUBSCRIBERS
- ABC1 DEMOGRAPHIC
- COPY DEADLINE: SECOND WEEK OF AUGUST 2010
- COST £7,950 PER PAGE

EDITORIAL CONTENT

- **Contributors:** Leading football writers from across the country including Steve Tongue (*Independent on Sunday*), Martin Blackburn (*Telegraph*), Duncan Wright (*Sunday Mirror*) and Adam Hathaway (*News of the World*).
- **Features:** Exclusive Q&A interviews with the leading Champions League stars from across Europe, plus previews, analysis, Top Gear and travel.
- **Extras:** Don't Miss Angus Loughran's Exclusive Champions League Betting Guide.
- **Foreword:** By Andy Gray, the face and voice of Sky Sports' Awards Winning Premiership and Champions League coverage.



absolute publishing ltd

Champions League is published by Absolute Publishing Ltd
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*All distribution is subject to confirmation.



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RATE CARD

Advertisement Size	Cost (GBP)
Double-page spread	£13,950
Full page	£7,950
Premium positions	Call to discuss
Sponsorship	Call to discuss
Advertorials subject to approval	+25%

ARTWORK DESIGN

Absolute Publishing Ltd is able to offer an artwork design service for advertisers who are unable to produce artwork. Advertisers are expected to provide elements to specifications.

Production costs are charged from £120 (GBP)

For further information on artwork design email production@absolutepublishing.com or contact the Production Department +44 (0) 20 7553 7372.

ADVERTISEMENT SIZES - A4 PUBLICATIONS

Advertisement Size	Bleed	Trim	Type Area
Double-page spread*	307mm x 430mm	297mm x 420mm	261mm x 386mm
Full page	307mm x 220mm	297mm x 210mm	261mm x 177mm
Half-page horizontal	N/A		130mm x 177mm

*Allow 10mm gutter (for text running across the spine)

● **PDF Specifications:** Please supply Adobe Acrobat PDFs set up to PPA Standard file formats

[www.ppa.co.uk see pass4press section].

All ads should be supplied with a colour proof and according to the naming convention provided: Publication Name, Month of advertisement, Advertisers Name. **Example: CL09_advertisersname.pdf**

ONLINE SPECIFICATIONS FOR PDFS

It is the client's responsibility to ensure URL links within artwork link through correctly to the online magazine. Please refer to the below guidelines. Failure to observe these guidelines will mean online links will not work.

- Artwork **MUST** be supplied in PDF format – JPEGs, EPSs and TIFFs will not work.
- URLs must include www at the beginning of the web address. For example: www.absolutepublishing.com
- Ensure the URLs fit on one line.
- Ensure URLs are text – do not convert text to an outline or a bitmap image as it will not be detectable.
- Embed all graphics and fonts in the PDF.

Files under 10MB can be sent via email to production@absolutepublishing.com or copy@absolutepublishing.com
 Contact the Production Department: +44 (0) 20 7553 7372 for further info on file transfer if files exceed 10MB.

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