

CLASSIC SPORTS SERIES PRESENTS

FORMULA ONE

SEASON 2010



MEDIA INFORMATION 2010

www.classicsportsseries.com

FAST FACTS

Absolute Publishing Ltd is proud to be producing the *Classic Sports Series' Formula One Season 2010* magazine to commemorate the world's most prestigious motorsport event. Formula One 2009 proved to be exciting season culminating with another Brit winning in 2009, Jenson Button. But can he retain the championship with his move to Brawn, alongside team mate Lewis Hamilton. And what about the return of the Schumacher-Ferrari dreamteam? Not a season to be missed.

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

EMAGAZINE

- **Online magazine distribution:** A digital version of the magazine will be emailed directly to 345,000 ABC1 professionals with specific sports interests, who have pre-subscribed to the service.
- **Printed advertisements:** Can appear

electronically with fully functional hyperlinks (see online specs).

DISTRIBUTION*

- **Ground distribution:** WH Smiths High St, WH Smiths 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, dentists and the Institute of Directors.
- **Airport distribution:** London Heathrow, Gatwick and Stansted – departure gates.

KEY FEATURES

- ABC1/AB circulation through all publications.
- Leading sports personality endorsements.
- Distribution to major sports agents in UK.
- In-store point-of-sale promotions.
- Individual brand sponsorship opportunities.
- Advertiser placements available within dedicated editorial features.
- Exclusive hospitality available in conjunction with advertising activity.
- Tailored brand marketing campaigns.
- High-profile sports writers.

AT A GLANCE

- CIRCULATION 65,000 COPIES
- 15-WEEK SHELF LIFE
- 345,000 ONLINE SUBSCRIBERS
- ABC1 DEMOGRAPHIC
- COPY DEADLINE: 7TH APRIL 2010
- COST £7,950 PER PAGE

EDITORIAL CONTENT

- **Contributors:** Our contributors include some of the best Grand Prix writers who have spent many years on the circuit travelling around the world. They include Tim Collings, who has known the Hamilton family since Lewis was driving go-karts aged 10; *Agence-France Presse's* F1 Correspondent Andrew Fagan; and the *Observer's* Maurice Hamilton.
- **Features:** Exclusive Q&A interviews with sports personalities including: Jenson Button, Lewis Hamilton, Rubens Barrichello and Sebastian Vettel, as well as previews of every Grand Prix on this season's Calendar and analysis of the rule changes for 2010.
- **Extras:** News and views in our Pit Lane section, Great Images from last year's action and a look ahead to the new home for the British Grand Prix 2010 – Donnington Park.

*All distribution is subject to confirmation.



absolute publishing ltd

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RATE CARD

Advertisement Size	Cost (GBP)
Double-page spread	£13,950
Full page	£7,950
Premium positions	<i>Call to discuss</i>
Sponsorship	<i>Call to discuss</i>
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 regarding artwork design please 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

All sizes in millimetres (height x width). Live matter should be at least 5mm from trim

*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, according to the naming convention provided: Publication Name, Month of advertisement, Advertisers Name. **Example: FOR10_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 details on file transfer if files exceed 10MB.