

HARRY REDKNAPP'S GUIDE TO

# EURO 2012



## MEDIA INFORMATION 2012

[www.classicsportsseries.com](http://www.classicsportsseries.com)

### FAST FACTS

**Absolute Publishing Ltd** is proud to be producing Harry Redknapp's Guide to Euro 2012 magazine to commemorate Europe's most prestigious football event. Harry Redknapp has taken Tottenham Hotspur close to the pinnacle of the Premier League this season and is the leading English Manager and current favourite to replace Fabio Capello after the European Championships! He is also a leading columnist for The Sun. The Euro's, co-hosted in Ukraine and Poland will stage the top 16 football nations from Europe. Spain, the current holders, will remain favourites for 2012 but with a number of leading nations such as Italy, Holland, England and Germany participating, Spain will face a tough test to retain the Championship.

- **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 June 2012.

### EMAGAZINE

● **Online magazine distribution:** A digital version of the magazine will be emailed directly to 250,000 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, 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.

### AT A GLANCE

- CIRCULATION 72,000 COPIES
- 15-WEEK SHELF LIFE
- 250,000 ONLINE SUBSCRIBERS
- ABC1 DEMOGRAPHIC
- COPY DEADLINE: APRIL 2012
- 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 (*Daily Mirror*).
- **Features:** Exclusive Q&A interviews with the leading European stars, plus previews, analysis, accessories and travel.
- **Extras:** Don't Miss Angus Loughran's Exclusive Betting Guide.



Classic Sports Series Presents Euro 2012 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 £150 (GBP)

For further information regarding artwork design please email [production@absolutepublishing.com](mailto: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](http://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:** EURO12\_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](http://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.

For file upload instructions contact the Production Department on [production@absolutepublishing.com](mailto:production@absolutepublishing.com) or [copy@absolutepublishing.com](mailto:copy@absolutepublishing.com) or +44 (0) 20 7553 7372.

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