

# h o r i z o n s

## promotional supplement

DISTRIBUTED WITH THE UK NOVEMBER 2010 EDITION OF NATIONAL GEOGRAPHIC



horizons promotional supplement is an excellent opportunity to reach the 240,000+ UK readers of the *National Geographic* magazine. Potential advertisers can reach this selective audience through a **full colour A5** page advertisement offering a range of promotions and savings.

This publication provides an excellent opportunity to promote added value, exclusive offers and inspirational content, as well as being an ideal platform to reach this unique audience.

### horizons distribution

- › Readers of the *National Geographic* in the UK will receive a copy of *horizons*.
- › *The horizon promotional supplement* will be distributed and polybagged with the UK November 2010 edition of *National Geographic Magazine* and posted directly to 240,000 subscriber homes.
- › A digital edition will be distributed to a 325,000 database.

### Who are National Geographic Readers?

- › 52% are business decision makers
- › 72.2% have taken a holiday in the last 12 months
- › Spent a total of £1.2 billion on their last holiday
- › 69% keep up with the latest technological developments
- › 47% are more likely to purchase holiday flights on the internet
- › 32% are more likely than average to visit websites devoted to travel
- › Have spent £13.3 billion on new cars in the last 12 months
- › Readers are much more likely than average to be heavy consumers of cinema, magazines, outdoor media, internet and radio

### AT A GLANCE

- › CIRCULATION 240,000 PRINTED COPIES
- › READERSHIP ONE MILLION
- › ELECTRONIC VERSION TO 325,000
- › DISTRIBUTED AS AN INSERT WITHIN NATIONAL GEOGRAPHIC IN THE UK
- › FULL COLOUR A5 PAGE
- › COST £7,950 FULL COLOUR PAGE
- › DISTRIBUTED: NOVEMBER 2010

### ADVERTISEMENT SIZES AND RATE CARD

1 full colour page **£7,950**  
For premium positions please call media sales

### A5 PAGE DIMENSIONS

**Trim:** height 213mm x width 137mm  
**Type area:** height 193mm x width 117mm  
**Half Page:** height 93mm x width 117mm

Files under 10MB can be sent via email to [production@absolutepublishing.com](mailto:production@absolutepublishing.com) or [copy@absolutepublishing.com](mailto:copy@absolutepublishing.com)  
Please contact the Production Department: +44 (0) 20 7553 7372 for further information on file transfer if file size exceeds 10MB.

### TARGET SOCIAL DEMOGRAPHIC

#### AGE

- › Age 15-24 ..... 12%
- › Age 25-34 ...16.4%
- › Age 35-44 ... 18.8%
- › Age 45-54 .... 17.8%
- › Age 55-64 .... 18.2%
- › Age 65+ ..... 16.8%

#### SOCIAL GRADE

- › ABC1 ..... 75%
- › AB ..... 44%
- › Average income is 29% higher than UK national average

#### STATUS

- › Male ..... 60%
- › Female..... 40%
- › Combined family income of £73 billion

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## SPECIFICATIONS & DIMENSIONS

### ADVERTISEMENT SIZES

#### FULL PAGE DIMENSIONS :

A5 trim = height 213mm x width 137mm

Bleed = height 223mm x width 147mm

Type area = height 193mm width 117mm

#### HALF PAGE DIMENSIONS :

height 93mm x width 117mm

#### NAMING FILES:

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention.

Publication name, month of insertion, year and name of advertiser. eg **HORIZON1010\_YOURCLIENTNAME**

#### DTP 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].

#### 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 onto 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.

#### FILE TRANSFER:

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