

# IAN WOOSNAM'S GUIDE TO THE OPEN 2012



## MEDIA INFORMATION 2012 [www.classicsportseries.com](http://www.classicsportseries.com)

### FAST FACTS

**Absolute Publishing Ltd** is pleased to be producing *Ian Woosnam's Guide to The Open 2012*. This A4-sized, perfect-bound glossy colour magazine, due out July 2012, commemorates the 141st British Open held at Royal Lytham & St Annes Golf Club from 19th - 22nd July. With Darren Clarke winning on home soil the pressure will be on for Rory McIlroy, Ross Fisher, Paul Casey, Ian Poulter and Lee Westwood to also lift the Claret Jug.

- **Format:** A4, high quality, perfect bound publication in full colour, written by experienced journalists. Approx 196 pages.
- **Design:** Modern and contemporary, with strong, vibrant sports visuals.
- **Frequency:** Annual – published in July.

### DISTRIBUTION\*

- **Ground distribution:** WHSmiths High St, WHSmiths 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.

### 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. Dedicated hyperlinks available on promotions by request.

### KEY FEATURES

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

### AT A GLANCE

- CIRCULATION 72,000 COPIES
- 8-WEEK SHELF LIFE
- 250,000 ONLINE SUBSCRIBERS
- COPY DEADLINE: MAY 2012
- ABC1 DEMOGRAPHIC
- COST £7,950 PER PAGE

### EDITORIAL CONTENT

- **Contributors:** The best golf writers from the UK and abroad including the likes of Paul Mahoney (*Guardian*), Derek Lawrenson (*Daily Mail*), Jeremy Chapman (*Racing Post*) and Bill Elliott (*Observer*).
- **Features:** Exclusive Q&A interviews with Darren Clarke, Tiger Woods, Lee Westwood and many more leading stars, hole-by-hole course guide to Royal Lytham, all the latest golf equipment, and our guide to the best countries around the world to take your clubs for a golfing break.
- **Extra:** Don't miss Angus Loughran's exclusive 'Betting Guide' to see where the smart money is going on the 2012 Open Championship.



absolute publishing ltd

*Ian Woosnam's Guide to The Open 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 and according to the naming convention provided: Publication Name, Month of advertisement, Advertisers Name.

Example: OPEN12\_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](http://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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