

# PREMIER CHOICES

## PROMOTIONAL SUPPLEMENT

DISTRIBUTED WITH THE DAILY TELEGRAPH ON SATURDAY 4TH DECEMBER 2010



The *Premier Choices Promotional Supplement* is an excellent opportunity for readers to access the *Telegraph's* readership in the London & South regions.

Potential advertisers can reach this substantial audience through a **full colour A5** page advertisement offering a range of promotions and savings.

This publication provides an opportunity to offer added-value, ideas and information in response to consumer interest, as well as being an ideal platform to reach this select audience.

### PREMIER CHOICES DISTRIBUTION

▶ On Saturday 4th December 2010 readers of The Daily Telegraph will receive a copy of Premier Choices.

▶ 400,000 supplements will be distributed polybagged within the newspaper.

▶ 400,000 copies sent with promotional email via Absolute Publishing Ltd electronic database.

▶ THIS COLOUR, A5

### AT A GLANCE

▶ CIRCULATION 400,000 PRINTED COPIES

▶ 400,000 ELECTRONIC COPIES

▶ DISTRIBUTED AND POLYBAGGED WITHIN LONDON AND SOUTH

▶ FULL COLOUR A5 PAGE

▶ COST £4,950 FULL COLOUR PAGE

▶ DISTRIBUTED: SAT 4TH DECEMBER 2010

### ADVERTISEMENT SIZES AND RATE CARD

1 full colour page **£4,950**

For premium positions please call media sales

### A5 PAGE DIMENSIONS

Trim: height 210mm x width 148mm

Type area: height 190mm x width 128mm

Half Page: height 92mm x width 128mm

Files under 8MB 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 8MB.

SUPPLEMENT WILL BE INSERTED INTO THE DAILY TELEGRAPH PROVIDING A WIDE VARIETY OF SAVINGS, ADDED VALUE, IDEAS AND INFORMATION

### TARGET SOCIAL DEMOGRAPHIC

**AGE**  
▶ Age 15-24 ..... 5%    ▶ Age 45-54 ..... 17%  
▶ Age 25-34 ..... 7%    ▶ Age 55-64 ..... 21%  
▶ Age 35-44 ..... 13%    ▶ Age 65+ ..... 36%

**SOCIAL GRADE**  
▶ AB ..... 58%    ▶ C2 ..... 8%  
▶ C1 ..... 28%    ▶ DE ..... 5%

**STATUS**  
▶ Male ..... 52%    ▶ Female ..... 48%  
▶ Married ..... 93%

*Premier Choices Promotional Supplement* is published by Absolute Publishing Ltd  
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## PROMOTIONAL SUPPLEMENT

### SPECIFICATIONS & DIMENSIONS

#### ADVERTISEMENT SIZES

##### FULL PAGE DIMENSIONS :

A5 trim = height 210mm x width 148mm

Bleed = height 220mm x width 158mm

Type area = height 190mm width 128mm

##### HALF PAGE DIMENSIONS :

height 92mm x width 128mm

##### 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 **TELO310\_YOURCLIENTNAME**

##### DTP SPECIFICATIONS:

Please supply Adobe Acrobat PDFs set up to PPA Standard file formats

[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.

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