

LAWRENCE DALLAGLIO'S GUIDE TO THE

# RUGBY WORLD CUP 2011



## MEDIA INFORMATION 2011

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

### FAST FACTS

**Absolute Publishing Ltd** is pleased to be publishing Lawrence Dallaglio's *Guide to The Rugby World Cup 2011*. This glossy publication will be distributed to all major news outlets from September 2011 to commemorate rugby's biggest event of the year (held between 9 Sept - 23 October). With South Africa beating England in the 2007 final, England will be keen to return to the winning form of their historic last minute win of 2003.

- **Format:** A4, high quality, perfect bound publication in full colour, written by experienced journalists. Approx 148 pages.
- **Design:** Modern and contemporary, with strong, vibrant sports visuals.
- **Frequency:** Annual. Published Sept 2011.

### EMAGAZINE

- **Online magazine distribution:** A digital version of the magazine will be emailed directly to 250,000 pre-subscribed ABC1 professionals with specific sports interests.
- **Ads** will have fully-functional hyperlinks.

### DISTRIBUTION\*

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

### KEY FEATURES

- ABC1/AB circulation through all publications.
- Targeting passionate sports enthusiasts.
- Leading sports personality endorsements.
- Distribution to major Football Agents in UK.
- In-store, point-of-sale promotions.
- Brand sponsorship opportunities available.
- Advertiser placements available within dedicated editorial features.
- Exclusive hospitality available in-conjunction with advertising activity.
- Tailored brand marketing campaigns.

### AT A GLANCE

- 12-WEEK SHELF LIFE
- CIRCULATION 70,000 COPIES
- 250,000 ONLINE SUBSCRIBERS
- ABC1 DEMOGRAPHIC
- COPY DEADLINE: LAST WEEK OF JULY 2011
- COST £7,950 PER PAGE

### EDITORIAL CONTENT

- **Contributors:** Contributors include some of the greatest in their field including Stephen Jones (*Sunday Times*), Hugh Godwin (*Independent on Sunday*), Adam Hathaway (*News of the World*) and Barry Newcombe (*Sunday Times*).
- **Features:** Exclusive star interviews, team-by-team profiles, travel guide, Angus Loughran's Betting Guide, Top Gear and TV/fixture guide.
- **Extras:** The Dream Team.
- **Foreword:** TBC.

\*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](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]. Ads should be supplied with a colour proof, according to the naming convention provided: Publication Name, Month of advertisement, Advertisers Name. Example: **RWC11\_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.

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 files exceed 8MB.

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