

GUIDE TO THE

SIX NATIONS 2010



MEDIA INFORMATION 2010

www.classicsportsseries.com

FAST FACTS

Absolute Publishing Ltd is pleased to be publishing the *Guide to The Six Nations 2010*. This glossy publication will be distributed to all major news outlets from February 2010 to commemorate the biggest rugby event of the year. With Ireland winning in 2009 and Wales in 2008, England will be keen to put things right and claim success under new management.

- **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 February 2010.

EMAGAZINE

- **Online magazine distribution:** A digital version of the magazine will be emailed directly to 325,000 pre-subscribed ABC1 professionals with specific sports interests.
- **Printed advertisements** will appear electronically with 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 60,000 COPIES
- 325,000 ONLINE SUBSCRIBERS
- ABC1 DEMOGRAPHIC
- COPY DEADLINE: LAST WEEK OF JANUARY 2010
- 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, Six Nations travel guide, Angus Loughran's Betting Guide, Top Gear and TV/fixtures guide.
- **Extras:** The Dream Team.
- **Foreword:** TBC.

**All distribution is subject to confirmation.*



Six Nations 2010 is published by Absolute Publishing Ltd
 197-199 City Road, London EC1V 1JN
 t: +44 (0) 20 7253 9909 | f: +44 (0) 20 7253 9907
sales@absolutepublishing.com
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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 offers an artwork design service for advertisers unable to produce artwork. Advertisers are expected to provide elements to specifications. Production costs are charged at a rate of:

Page Size	Cost (GBP)
Full page	From £250
Half page	From £150
Quarter page	From £100

For further information regarding artwork design please email 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 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: **SIX10_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
- 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 10MB can be sent via email to production@absolutepublishing.com or copy@absolutepublishing.com

Please contact the Production Department: +44 (0) 20 7553 7372 for further information on file transfer if files exceed 10MB.

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