

# essentials

distributed with *Freemasonry Today* on Thursday 1st July 2010



*Essentials* is a promotional supplement offering companies a unique opportunity to reach readers of *Freemasonry Today*, the official publication of the United Grand Lodge of England – with an estimated readership of one million

Distributed with *Freemasonry Today*, this full-colour A5 supplement features a range of promotions, savings, added value offers, and great ideas in response to consumer interest.

The average reader of *Freemasonry Today* is a professional male (AB and ABC1) with Freemasons forming a prosperous and active group within the community.

Any company advertising in *Essentials* can be assured they are reaching a

select, targeted audience with a high disposable income – who are receptive to specially negotiated offers.

### essentials distribution

● *Essentials* supplements will be polywrapped to accompany the ABC-audited *Freemasonry Today*, the official publication of the United Grand Lodge of England sent individually by post to the homes of 224,685 Freemasons and on sale at Masonic outlets as well as to active subscribers.

● *Essentials* will reach the magazine's regular readership of over 224,685 households who are Freemasons.

### at a glance

- Circulation: 224,685 printed copies
- Delivered to Freemasonry Today readers
- Full A5 colour page
- Adult readership: One million
- Distributed on: Thursday 1st July 2010
- Social Grade: AB / ABC1

### advertisement sizes and rate card

1 full colour page £3,750

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 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.

**'this colour promotional A5 supplement provides a wide variety of savings, added value, ideas and information'**

*Essentials Promotional Supplement* is published by Absolute Publishing Ltd  
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e: [sales@absolutepublishing.com](mailto:sales@absolutepublishing.com) w: [www.absolutepublishing.com](http://www.absolutepublishing.com)  
company number: 339 3234 VAT 701391176



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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

### QUARTER PAGE DIMENSIONS:

height 92mm x width 62mm

### 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 FREE10\_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:

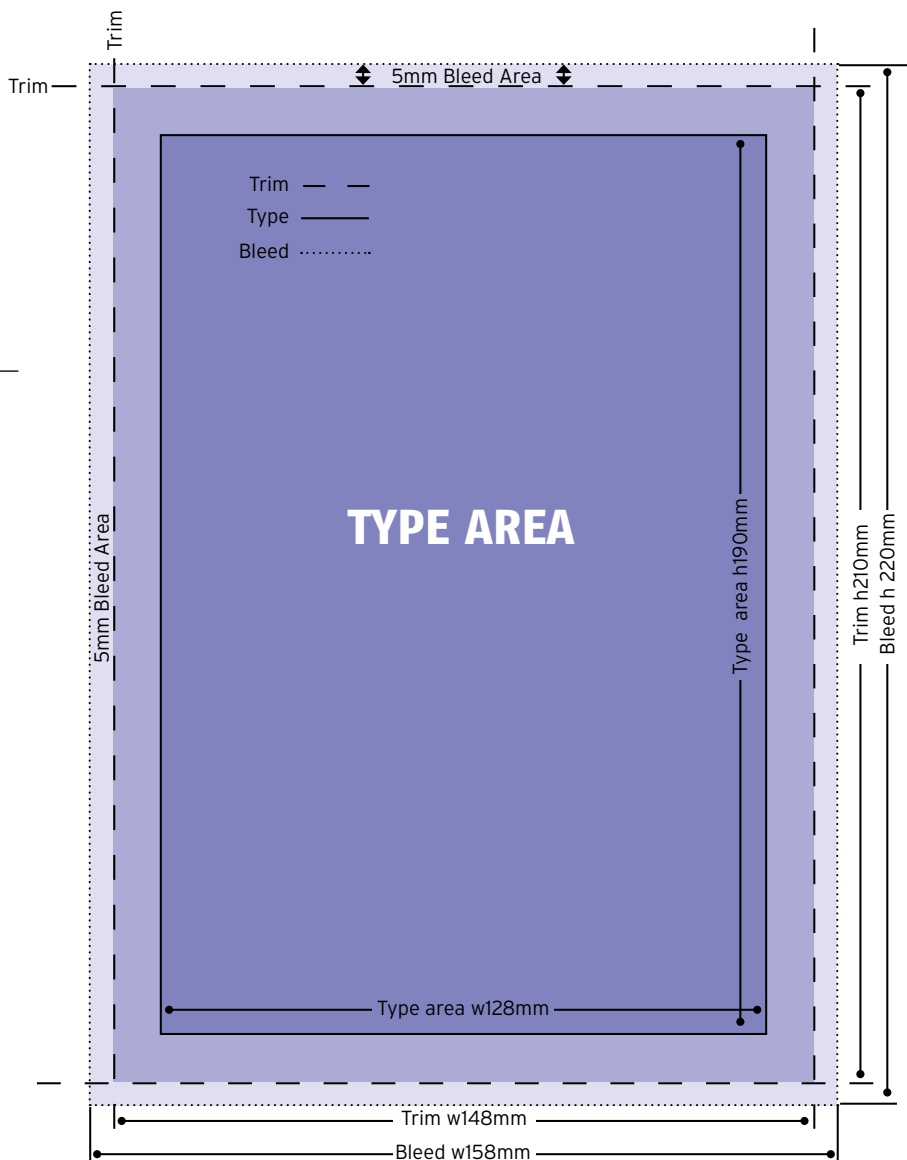
It is the client's responsibility to ensure URL links within artwork link through correctly to the online magazine. Please refer to the below guidelines. Failure to observe these guidelines will mean online links will not work.

- 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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Production Queries Contact: +44 (0) 20 7553 7372

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