

CELEBRITY CHOICES PROMOTIONAL SUPPLEMENT

CARRIED IN **OK** MAGAZINE ON WEDNESDAY 9TH JUNE 2010

The *Celebrity Choices Promotional Supplement* is an opportunity for companies and organisations to promote themselves to two million *OK* readers with a full colour portrait page. The 400,000 supplements will be inserted with copies of *OK* magazine on Wednesday 9th June 2010.

Each page will offer a wide variety of promotions, savings, added value, ideas and information in response to consumer interest and is an ideal platform to target this discerning audience.

Offers in the supplement will include savings on lifestyle, fashion, beauty, interiors, jewellery, travel and financial services.

CIRCULATION

The pages of *OK* magazine provide a unique, empathetic insight into the exciting lives of 21st century icons. *OK* takes you on a journey across the world's finest catwalks, through the beauty salon, and away on dream vacations. You are left engaged, inspired and with a desire to realise your own ambitions. *OK* has glamour and style not yet seen in any weekly title.

READERSHIP

OK magazine reaches 2 million adults in the UK every week. Read predominantly by women (93%) average age (33 years) employed (69%) homeowners (64%) married (49%) single (31%).

AT A GLANCE

- ▶ CIRCULATION 400,000 COPIES
- ▶ WEDNESDAY 9TH JUNE 2010
- ▶ ADULT READERSHIP 2M
- ▶ FULL A5 COLOUR PAGE
- ▶ MALE RATIO 7%
- ▶ FEMALE RATIO 93%
- ▶ COST £7,950

ADVERTISEMENT SIZES AND RATE CARD

1 Full colour page **£7,950**

For premium positions please call media sales

SIZES A5 Full Page:

Trim: height 210mm x width 148mm + 5mm bleed

Type area: height 190mm x width 128mm

Half Page: 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. **OK0610_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
- ▶ 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.

Files under 10MB can be sent via email to production@absolutepublishing.com or copy@absolutepublishing.com

If your file size exceeds 10mb please contact the Production Department: +44 (0) 20 7553 7372 for further information on file transfer.

▶ **THIS COLOUR PROMOTIONAL
A5 SUPPLEMENT PROVIDES
PROMOTIONS, SAVINGS, ADDED
VALUE, IDEAS AND INFORMATION**

SOCIAL DEMOGRAPHIC

AGE		SOCIAL GRADE	
▶ Age 15 - 24	34%	▶ A	4%
▶ Age 25 - 34	24%	▶ B	19%
▶ Age 35 - 44	19%	▶ C1	35%
▶ Age 45 - 54	11%	▶ C2	20%
▶ Age 55 - 64	7%	▶ D	15%
▶ Age 65+	5%	▶ E	7%



The *Celebrity Choices Promotional Supplement* 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
e: sales@absolutepublishing.com



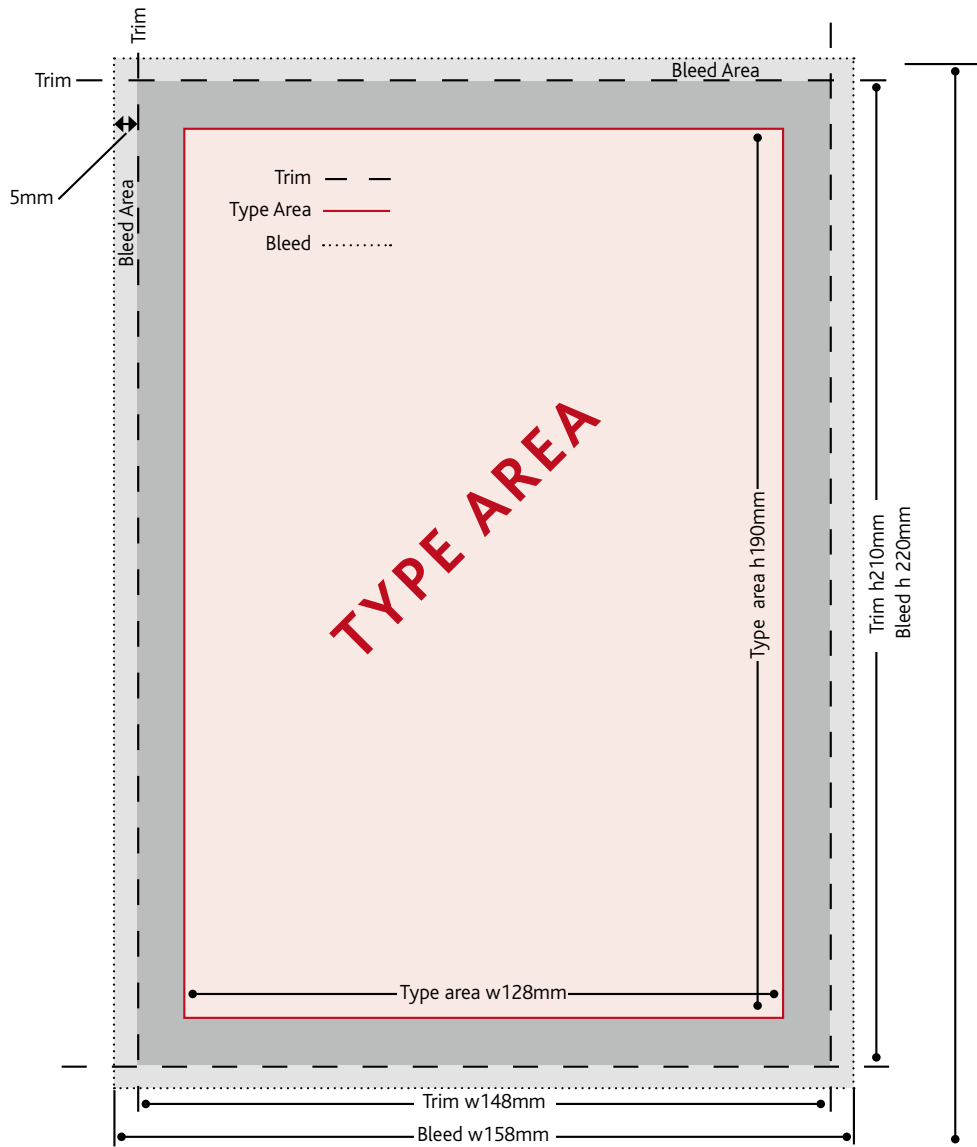
CONTACT MEDIA SALES

TEL: +44 (0) 20 7253 9909

FAX: +44 (0) 20 7253 9907

www.absolutepublishing.com

CELEBRITY CHOICES PROMOTIONAL SUPPLEMENT



ADVERTISEMENT SIZES

FULL PAGE : A5 trim size h210mm x w148mm/Please add 5mm bleed (h220mm x w158mm)/Type area h190mm w128mm

1/2 PAGE : h92mm x w128mm

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 **OK0610_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**
- ▶ 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.

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.

PRODUCTION QUERIES CONTACT

T: +44 (0) 20 7553 7372

production@absolutepublishing.com or copy@absolutepublishing.com