

Visions

PROMOTIONAL SUPPLEMENT distributed with **skymag**

The *Visions Promotional Supplement* is an opportunity for companies and organisations to promote themselves to over two million *Skymag* readers. *Skymag* is Britain's number one entertainment magazine helping readers make the most of their Sky every month.

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

The publication also provides an opportunity to offer added-value benefits, a range of ideas and information in response to consumer interest, as well as being an ideal platform to reach this select audience.

VISIONS DISTRIBUTION

▶ Readers of the *Skymag* July 2010 edition will receive the *Visions Promotional Supplement* in the last week of June 2010.

▶ 400,000 supplements will be polywrapped to accompany *Skymag* and posted directly to Sky Entertainment magazine subscribers in South East England.

TARGET SOCIAL DEMOGRAPHIC*

▶ Age 15-25	16%	SOCIAL GRADE	
▶ Age 25-34	20%	▶ AB	30%
▶ Age 35-44	23%	▶ C1/C2	70%
▶ Age 45-54	19%	*Skymag demographics	
▶ Age 55-64	14%		
▶ Age 65+	8%		

THIS COLOUR,
PROMOTIONAL,
A5 SUPPLEMENT
PROVIDES A
WIDE VARIETY
OF SAVINGS,
GREAT IDEAS,
INFORMATION
& ADDED-VALUE
BENEFITS

AT A GLANCE

- ▶ Circulation 400,000 printed copies
- ▶ Posted directly to *Skymag* magazine subscribers
- ▶ Distributed within South East England
- ▶ Full colour, A5 size, 80 pages
- ▶ Male ratio 49.8%
- ▶ Female ratio 50.2%
- ▶ Cost £7,950
- ▶ Distributed with *Skymag* July 2010 edition

ADVERTISER FINAL COPY DEADLINE:
3RD MAY 2010

ADVERTISEMENT SIZES AND RATE CARD

1 full colour page **£7,950**

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 10MB can be sent via email to production@absolutepublishing.com or copy@absolutepublishing.com
Please contact the Production Department:
+44 (0) 20 7253 9907 for further information
on file transfer if file size exceeds 10MB.



VISIONS PROMOTIONAL SUPPLEMENT

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a: 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.ABSOLUTEUBLISHING.COM

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 **VIS0710_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

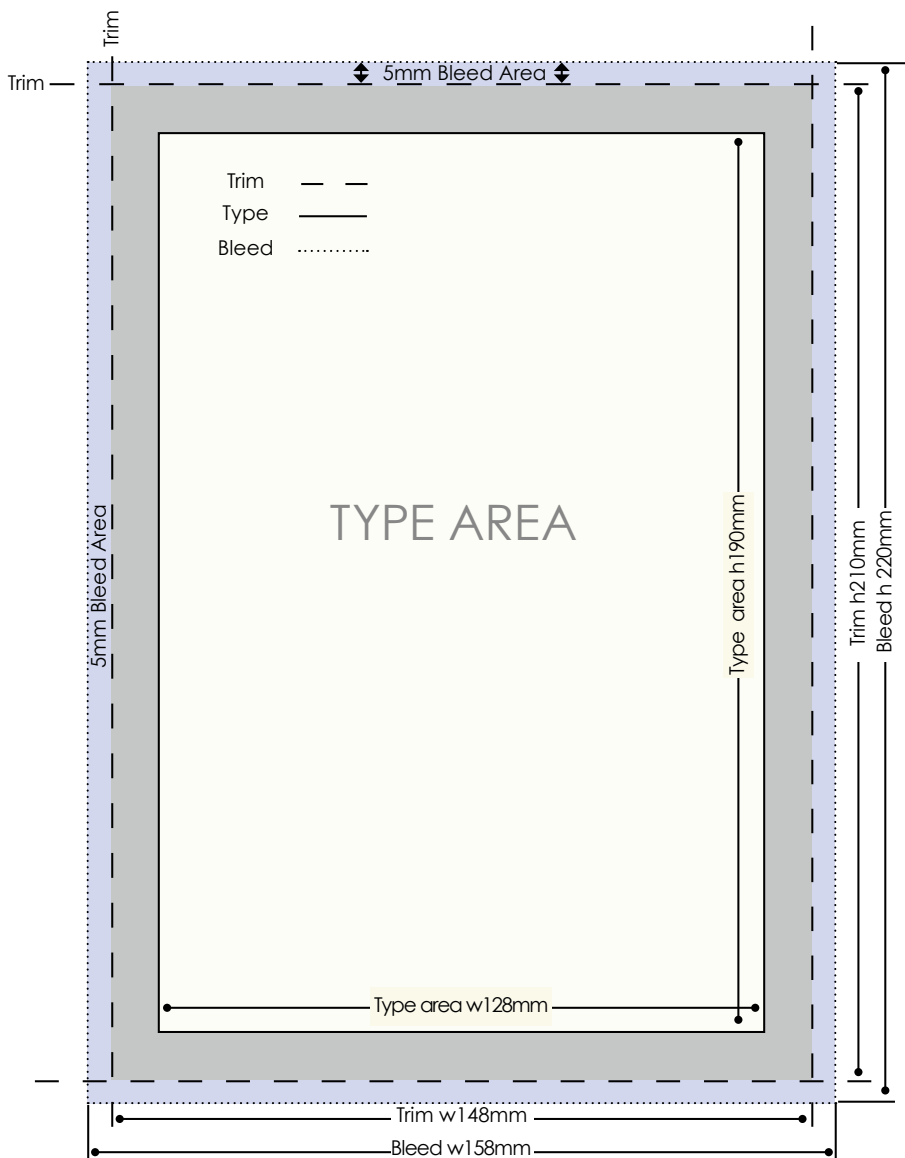
It is the client's responsibility to ensure URL links within artwork link through correctly to the online magazine. Please refer to the below guidelines. Failure to observe these guidelines will mean online links will not work.

- ▶ 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.

FILE TRANSFER

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 8MB.



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