THE LISTINGS GUIDE FOR ACTIVE LONDONERS

Rate Card

Circulation:	91,102 ABC. July - Dec 2007
Frequency:	Monthly
Readership:	2.4 per issue
Male/Female:	58 : 42
Distribution:	650 prime locations within the M25. Including city banks, law firms, premier health clubs, sports retailers, and leading outdoor centres

Size/Position Features

Double Page Spread	8,888
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1/2 Page	3,288
Guaranteed Front Half	+ 10%
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Listings

Full Page	3,600
1/2 Page	2,160
1/4 Page	1,242
1/8 Page	714
1/16 Page	410
1/32 Page	236

Bespoke Inserts (Invitations, Supplements &Catalogues)	Price available on request
Magazine &Events Sponsorship Opportunities	Price available on request
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Special Gatefolds	Price available on request

Ad design: 10% of price of 1 insertion. Subject to minimum charge of £50

Inserts Bound-in £80 per '000, Loose, machine £50 per '000, Loose, hand £80 per '000

Mechanical data (mm – width followed by height)

Single Page	216 x 281 (Bleed), 210 x 275 (Trim), 185 x 247 (Copy)
Double Page	426 x 281 (Bleed), 420 x 275 (Trim), 395 x 247 (Copy)
1/2 Page	185 x 120 (horiz) or 90 x 247 (vert)
1/4 Page	90 x 120 (horiz) or 185 x 60 (vert)
1/8 Page	90 x 60 (horiz) or 43 x 120 (vert)
1/16 Page	43 x 60
1/32 Page	43 x 30

Ad copy requirements All artwork must be supplied on CD-Rom (or via email where suitable) as print-ready high resolution PDF files with embedded fonts and high resolution (300dpi) CMYK images. All files should be run through a flightchecking application to ensure colour and file integrity and be Mac compatible. Artwork must be accompanied by a digital Chromalin proof to ensure output from disk. File content remains the responsibility of the sender. If a high resolution, print-ready PDF file and digital Chromalin proof are not supplied to London Sport specifications NO responsibility for the final printed result will be accepted by Echo Publishing Ltd.

Issue	No.	Copy date	Publication date
March 2008	47	24 Feb	3 Mar
April 2008	48	25 Mar	1 Apr
May 2008	49	24 Apr	1 May
June 2008	50	26 May	2 Jun
July 2008	51	24 Jun	1 Jul
August 2008	52	27 Jul	1 Aug
September 2008	53	25 Aug	1 Sep
October 2008	54	25 Sep	1 Oct
November 2008	55	27 Oct	3 Nov
December 2008	56	24 Nov	1 Dec

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