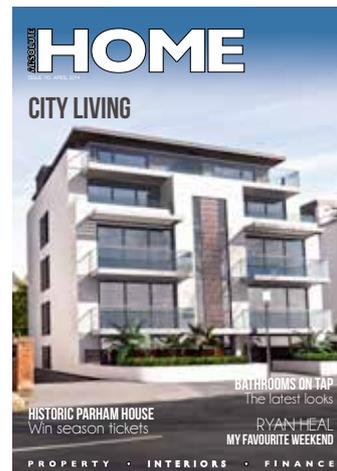


ABSOLUTE

Media Pack 2014/2015





ABSOLUTELY *what we do*

A **FREE LUXURY MONTHLY MAGAZINE!** Through lively articles and groundbreaking imagery, Absolute Magazine tells the story of one of the most distinguished and vibrant cities in the UK, renowned for its outstanding culture, cuisine, business, shopping and nationally acclaimed services. It also takes in key locations in the surrounding areas of Sussex.

Absolute's striking front covers ensure clients and readers alike are proud to display Absolute **FOR FREE** on their coffee tables or in their shops, thus ensuring advertisers are exposed to potential customers for a far greater period compared to other "flick through" publications.

Absolute is a **FREELY DISTRIBUTED** monthly publication with a lifestyle side and a home, interiors and business section. It is not only highly regarded by the general public, but is also considered one of the best advertising platforms in Brighton and Sussex.

Here's what our advertisers have to say...

"We are delighted to work with the team at Absolute and feel the magazine fits well with our image and brand. We receive an excellent service from the Absolute team, who work hard to ensure that the coverage of the hotel is varied and interesting. We were also very proud to host the Absolute advertisers' party which was a huge success."

Andrew Mosley, General Manager, The Grand Brighton

"Working with Absolute magazine is a seamless and enjoyable process. They're always on hand to offer creative ideas when our minds hit the proverbial wall, and deliver consistently month after month."

Laura Barnes, Sales & Events Manager, Hotel Du Vin

"Absolute Magazine has proven to be a very important asset in the marketing of our restaurant to Brighton and beyond. Their team takes the time to understand our position in the marketplace, which manifests into really well designed adverts and great editorial. I look forward to our continued relationship."

Sue Addis, Managing Director, Donatello Group

"Hurstpierpoint College has been advertising with Absolute Magazine for a number of years and more recently with the new Absolute Business Magazine; both are high quality publications that reach our local target audience, building awareness of our brand and our educational provision to parents of children aged 4 – 18 years."

Caroline Bates, Head of Marketing, Hurstpierpoint College

As a **FREELY
DISTRIBUTED**

Sussex publication,
we are proud to
successfully build and
maintain an excellent
relationship with all
of our clients.

0870 005 2211

editorial@absolutemagazine.co.uk

www.absolutemagazine.co.uk

ABSOLUTE

PRINT	WEBSITE	ONLINE	FACEBOOK	TWITTER
36,000	7,601	400	7,727	6,330
<i>Monthly readers</i>	<i>Monthly unique visitors</i>	<i>Monthly unique readers</i>	<i>Followers</i>	<i>Followers</i>

Absolute Magazine is published **FREE monthly**, and distributed throughout Brighton & Hove and carefully chosen relevant areas throughout the whole of Sussex.

ADVERTISING RATES

SPACE / SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
DPS Double page spread	£1500	£1400	£1250	£1100
Full Page	£900	£800	£650	£550
Half Page	£550	£500	£450	£350
Inside Front Cover	£1250	£1150	£1000	£900
12 Month Package: To include 12 full pages plus 4 pages of editorial coverage.	COST PER MONTH £600			
6 Month Package: To include 6 full pages plus 2 page of editorial coverage.	COST PER MONTH £700			

Ask us about our exciting advertising/editorial package deals. We offer a bespoke marketing service and can advise you how we can cover your launch and special events.



92% of readers would read *Absolute* again.

79% of advertisers received responses directly from advertising within *Absolute*.

42% of *Absolute* advertisers have advertised within the title for 4 years or more.

90% of *Absolute Magazine* advertisers place adverts for 5 months or more each year.

TECHNICAL SPECIFICATION

Artwork Size:

Double page spread Dimensions

Bleed 426mm x 303mm

Trim 420mm x 297mm

Full page Dimensions

Bleed 216mm x 303mm

Trim 210mm x 297mm

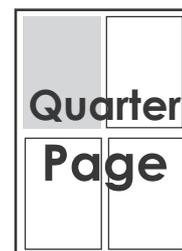
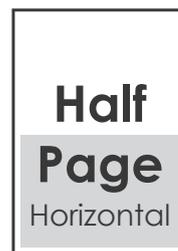
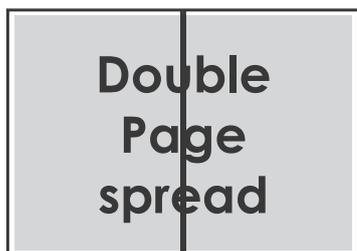
Half page sizes Dimensions

1/2 Horizontal 210mm x 148mm

1/2 Vertical 105mm x 297mm

Quarter page sizes Dimensions

1/2 Vertical 105mm x 148mm



ARTWORK SUBMISSION:

Preferably Adobe Acrobat PDF - Press Ready / High Resolution with fonts embedded.

Include crop marks and 3mm bleed if applicable (applies to DPS and Full page only).

Other formats acceptable are - Eps, Jpg or Tiff files. Resolution minimum 300dpi in CMYK colour mode.

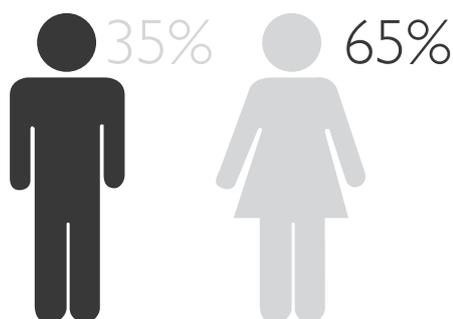
Copy Deadline: 15 days preceding publication date.

Cancellation Deadline: In writing by 11am, 56 working days preceding publication date.

DISTRIBUTION

Distributed to high footfall and prestigious locations in addition to businesses, including all regional estate agents throughout Brighton, Hove and a carefully chosen prestigious selection of locations throughout Sussex.

Absolute's distribution continues to grow and now incorporates direct mailing to some of the region's most sought after areas, so advertisers can be assured of optimum exposure.



OUR DEMOGRAPHIC

Absolute magazine attracts discerning readers with an eye on the fine things in life such as dining out, beautiful fashion, incisive editorial and stunning interiors features. Professional AB1s, they also have a vested interest in business and property, as well as a love of quality motoring.

