

AESOP

MAGAZINE

THE FIRST EDITION

FREE. FOR ALL

№ ONE

AESOP

MAGAZINE



FABULOUS short STORIES FOR short JOURNEYS

MEDIA PACK 2015

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 MAGAZINE

facts and figures

FACTS

Readership

Print run

Demographics

Distribution

Locations

Frequency

Ad to content ratio

FIGURES

120,000

60,000

74% ABC1's
50/50 male/female
25-45 Typical age

Farringdon, Liverpool Street,
Moorgate, Barbican, Old Street,
Chancery Lane, St Paul's, Bank

Aesop Magazine can be found at a
range of local companies, clubs and
businesses, including: Deutsche
Bank, Credit Suisse, Shoreditch
House & Jacks of London

Monthly issues, repeat OTS

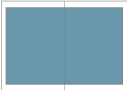



1:2 (~30%)

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Advert Specifications

	SPACE	TRIM (85% of A4)	BLEED (3mm)
	Double Page Spread	388mm x 252mm	420mm x 297mm
	Full Page	178mm x 252mm	210mm x 297mm
	Half Page	178mm x 124mm	210mm x 148mm
	Quarter Page	87mm x 124mm	N/A

Format	advertisement copy should be supplied in PDF format and using a 3mm bleed.
Fonts	should be outlined or embedded and using a font size no smaller than 8pt.
Images	should have a resolution of at least 300dpi in order to prevent blurring or break up.
Colours	should be set up in CMYK, as opposed to RGB.
Printing	the publication uses perfect binding and is trimmed to a size of 210mm x 297mm.

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Price Comparison

PUBLICATION	PRINT RUN (OR CIRCULATION)	FULL PAGE	QUARTER PAGE
Around the Globe	7,000	£ 1,000	£ 450
Royal Overseas League	14,000	£ 920	£ 330
Stage, Screen & Radio	27,000	£ 1,850	£ 790
Aesop Magazine	60,000	£ 4,000	£ 1,000
The City Magazine	77,450	£ 6,995	N/A
Tatler	84,218 (circulation)	£12,500	£ 3,800
GQ	125,090 (circulation)	£14,994	£ 4,605
Evening Standard	874,485 (circulation)	£70,210	£29,500
The Metro	1,360,000	£36,104	£ 9,102

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Rate Card

SPACE	PRICE	12 EDITION DISCOUNT
Inside Front Cover	£ 6,000	£ 4,800 x 12
Inside Back Cover	£ 6,000	£ 4,800 x 12
Outside Back Cover	£ 7,000	£ 5,600 x 12
Centre Page Spread	£ 8,000	£ 6,400 x 12
Double Page Spread	£ 6,000	£ 4,800 x 12
Full Page	£ 4,000	£ 3,200 x 12
Half Page	£ 2,000	£ 1,600 x 12
Quarter Page	£ 1,000	£ 800 x 12

Plus VAT at the current rate. Sorry.

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Schedule

EDITION	SALES START DATE	BOOKING DEADLINE	CONTENT DEADLINE
January	01 Oct	03 Dec	10 Dec
February	01 Nov	03 Jan	10 Jan
March	01 Dec	03 Feb	10 Feb
April	01 Jan	03 Mar	10 Mar
May	01 Feb	03 Apr	10 Apr
June	01 Mar	03 May	10 May
July	01 Apr	03 Jun	10 Jun
August	01 May	03 Jul	10 Jul
September	01 Jun	03 Aug	10 Aug
October	01 Jul	03 Sep	10 Sep
November	01 Aug	03 Oct	10 Oct
December	01 Sep	03 Nov	10 Nov

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