

## MEDIA INFORMATION: Editorial profile and advertisement information

### About Connect

Connect is a free and widely available local lifestyle title that explores regional and global green, alternative and ethical issues. Distributed free across the South West, Connect is the mouthpiece for a whole alternative movement across Devon & Cornwall.

Connect fills the gap between conventional mass-market mainstream magazines and smaller local publications reporting stories and forthcoming events from your own doorstep.

### Distribution

26,000 copies of Connect are distributed FREE every month across Devon and Cornwall through a range of specialist and mainstream outlets including convenience stores, health food shops, libraries, leisure centres and complementary health practices.

### Reader Profile

With an even male/female split, the readers of Connect are conscientious, passionate about the environment and are particularly loyal to companies that share a similar ethos.

#### DISTRIBUTION

- 26,000 copies distributed FREE
- Estimated readership of more than 100,000 throughout Devon and Cornwall
- Outlets include specialist and mainstream health food shops, convenience stores, complementary practitioners, libraries...
- A full list of distributors can be found on our website [www.connect-magazine.co.uk](http://www.connect-magazine.co.uk)

#### WEBSITE

The Connect website includes an archive of magazine articles, an A-Z listing of therapies and a find-your-local-therapist facility.

Visit [www.connect-magazine.co.uk](http://www.connect-magazine.co.uk)

## DISPLAY ADVERTISING RATES

These advertisements are placed among the editorial pages. Guaranteed positions (eg, early pages, facing editorial matter, adjacent to specific editorial features) are available for advertisements of quarter page and larger for an extra 10 percent of rate card price.

Advertisement	Description	Price	Size (mm)
<b>Back page/inside front</b>	Full colour	£799	273x186
<b>Full page</b>	Full colour	£699	273x186 303x216 (bleed size)
<b>Half-page</b>	Full colour	£370	135x186 (horiz)
	Mono	£305	273x91.5 (vert)
<b>Quarter page</b>	Full colour	£215	135x91.5 (vert)
	Mono	£185	
<b>Sixth page</b>	Full colour	£135	89x91.5 (vert)
	Mono	£ 115	
<b>Eighth page</b>	Full colour	£120	66x91.5 (horiz)
	Mono	£100	

(all prices exclude VAT)

Please supply pre-made artwork as:

- Print ready PDF
- Tiff/Jpeg at 300dpi
- EPS (all fonts outlined)

#### CONNECTIONS (Classified Section)

These advertisements appear under a chosen category.

Lineage up to 20 words (plus)	£19.50
Each Additional Word	95p
Single Column Box 50x59mm	colour £74 mono £56
Two Column Box 50x118mm	colour £108 mono £89
Two Column Double Box 100x118mm	colour £198 mono £180
Inserts	£30 per '000

#### SERIES & PAYMENT DISCOUNTS

- 3 Issues** 5% series discount
- 6 Issues** 10% series discount
- 12 Issues** 15% series discount

**Additional 5% discount for payment by Direct Debit or pre-payment**

**Agency Commission - 10%**

#### ADDITIONAL SERVICES

- Advert Design** £15+VAT for ads up to 1/8th Page  
£25+VAT for ads over 1/8th Page

Up to a maximum of 2 proofs will be sent in pdf format  
Each additional proof/amendment will be charged at £5+VAT