

attitude

PRINT. MOBILE. EVENTS. ONLINE. SOCIAL

>> **Mission statement** As a *style* magazine, Attitude is the undisputed, heavyweight, best-selling, most well respected gay title in the UK. Renowned for its exclusive A-list celebrity content and political campaigning, it is the essential, award winning, one-stop resource for gay men looking for health and fitness advice, fashion, celebrity, music and film coverage, all served up with *intelligence* and wit.

WHAT IS ATTITUDE?

Described as 'the gay Bible' by The Sun newspaper, Attitude is the premier destination for those who want to talk directly to gay men. Attitude prides itself on **exclusive content**: each issue has a balance of features on a diverse range of subjects, with blockbusting **A-list celebrity** exclusives that no other gay titles anywhere in the world can match, including the likes of David Beckham, Madonna and Daniel Radcliffe, to name just three. No other gay magazine can come anywhere near Attitude's star **pulling power**, with celebrities such as James Franco, Tom Hardy, Elton John, Sacha Baron Cohen, Ian McKellen, Robbie Williams, Take That, Cheryl Cole and countless more giving exclusive gay press interviews, plus the likes of Will Young, Matt Lucas and David Furnish, not only appearing in the magazine but also writing for it. Attitude also attracts the attention of the mainstream media for its coverage of **social** and **topical** reporting and campaigning, and has won plaudits from readers and government alike. It continues to set the **gay agenda**.

As the go-to pundit for gay issues, editor Matthew Todd makes frequent appearances on radio and television and has written for the Evening Standard, The Guardian, The Sun, Time Out and many more. He is the only gay magazine editor to be consistently placed in The Independent on Sunday's annual Pink List, last year placing him as the **17th-most influential gay person in the UK**. Attitude is the only gay magazine ever to have even been nominated for the prestigious **PPA** and the **British Society of Magazine Editor Awards**, winning in 2005 and 2012 for **Men's Magazine Editor of the Year**.

THE AUDIENCE

Attitude reaches a **dynamic** readership of **affluent**, fashion-conscious, brand-loyal men. The core Attitude reader is a gay male **professional**, typically in his 20s or 30s. Attitude readers are **financially prosperous** and with earnings considerably higher than the national average. Attitude readers are **early adopters**, most likely to purchase the latest gadgets and engage with new technology. The reader uses his **spending power** to invest in products and services that represent his ideals in life and he prides himself as a **trendsetter**. His high disposable income allows for multiple purchases within music, arts, entertainment, travel and socialising. Attitude readers are **highly loyal** to brands that advertise and speak to them through gay press. They are very style-conscious and take great pride in their appearance, regularly indulging in **premium fashion**, **grooming** and luxury goods and products.



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Tweets about the Attitude Awards sent to over **5 million** followers
Coverage seen by **1.6 million** readers in their morning and evening newspaper the day after the Attitude Awards

THE PLATFORMS

Reflecting the reading habits of our audience, Attitude is available in print, on mobile and online, and we engage with our audience through social media, e-newsletters and at reader events.

PRINT

Published 13 times per year including two **STYLE** issue specials and a Summer Issue, Attitude is Europe's leading gay men's lifestyle magazine and features regular contributions from Dr Christian Jessen, Ian Marber, Paul Flynn and Channel 4's Matthew Cain. We are able to offer clients advertising, advertorials and sponsored sections as well as creating opportunities around bespoke editorial content.

MOBILE

March 2012 saw Attitude go fully digital with the launch of our iPad version. This mobile version is now available on all Apple devices, Android, Kindle Fire, Blackberry and Windows Surface. Attitude's digital version is one of the highest-grossing apps on iTunes and one of the world's biggest digital magazines. It offers advertisers the opportunity to truly engage the reader with a wealth of interactive options, including URL hyperlinks embedded into advertising, video, audio and other various calls to action such as social media tabs and direct links to purchase.
For brands willing to push creative boundaries, Attitude can provide innovative bespoke solutions such as 360 photo capture and dual animation. We also offer options such as app banner advertising and splash pages.

EVENTS

Attitude is able to work with advertisers and brands to create bespoke reader and customer events. Our existing portfolio of events includes our annual summer swimwear party with Selfridges and in-store events for brands such as The Conran Shop. Sponsorship opportunities are also available for the celebrity red-carpet and black Tie Attitude Awards dinner, which takes place every October and benefits the Elton John AIDS Foundation.



THE FACTS

Print circulation **60,000**
Mobile circulation **8,000**
On-line users **90,000** unique
400k page impressions per month
Twitter followers **45,000**
Facebook likes **43,000**
YouTube views **1.2million**
Newsletter subscribers **30,000**



ONLINE

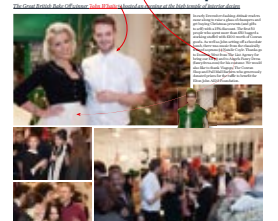
Our website attitude.co.uk features up-to-minute news stories and lifestyle features. We feature daily stories from the worlds of **STYLE, MUSIC, POLITICS, HEALTH AND FITNESS** and **CULTURE**. We also run daily competitions for readers who can win anything from a new Renault car to a luxury grooming hamper from Kiehl's. We offer the usual mix of advertising opportunities online as well as below the line options such as promotions, competitions and sponsored sections.

SOCIAL

We speak to our audience on a daily basis through social media including Facebook, Twitter and YouTube. We also have a registered database that receives a regular monthly newsletter featuring news about the latest issue and edited highlights of our online content. We are able to offer bespoke campaigns for clients, including elements across our social-media and newsletter channels.



The Attitude Conran Shop event



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'I thought the Economist iPad version was good until I saw Attitude's'

Evan Davis, BBC Radio 4

THE RATES

All rates are subject to VAT

PRINT

Outside Back Cover Page £5000
 Inside Front Cover Dbl Page Spread £9000
 Full Page £3500
 DPS £6700
 Half page £2040
 Quarter Page £1100
 Loose inserts.....£35 per 000
 Bound inserts.....£50 per 000

MOBILE

Standard Advertising
 This includes hyperlinking of websites and email addresses
 1 Page £1000
 2-4 Pages £1600
 5-8 pages £2200
 Splash Page (4 week campaign) £1000
 Homepage Banner (4 week campaign) £750
 Slide Show POA
 Premium Ad incl. 60 sec video & photo 360 POA



EVENTS

Please contact the sales team to discuss your event needs and we will happily prepare a bespoke quotation based on these.
 Attitude Awards Sponsorships - POA

ONLINE

Leaderboard (across the top) £15CPM
 Skyscraper £10CPM
 MPU £12CPM
 Threshold Banner £10CPM
 Site Takeover POA
 For excl. tenancy 15% loading on all rates.

SOCIAL

Monthly newsletter promotional slot £1000
 Solus Newsletter £2500
 YouTube Video Campaign POA
 Twitter Promotion POA
 Facebook Promotion POA

OUR TEAM

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CALENDAR

THE ISSUE	COPY DEADLINE	ON SALE	THEME
229	Tue-19/02/2013	Wed-06/03/2013	Style Issue
230	Tue-19/03/2013	Wed-03/04/2013	
231	Tue-16/04/2013	Wed-01/05/2013	Summer Special
232	Tue-14/05/2013	Wed-29/05/2013	
233	Tue-11/06/2013	Wed-26/06/2013	
234	Tue-09/07/2013	Wed-24/07/2013	
235	Tue-06/08/2013	Wed-21/08/2013	Style Issue
236	Tue-03/09/2013	Wed-18/09/2013	
237	Tue-01/10/2013	Wed-16/10/2013	Attitude Awards Special
238	Tue-29/10/2013	Wed-13/11/2013	Xmas Special
239	Tue-26/11/2013	Wed-11/12/2013	
240	Tue-17/12/2013	Wed-08/01/2014	



Attitude is published by Attitude Media Ltd, 33 Pear Tree Street, London EC1V 3AG Attitude Media Ltd grants a 10% agency discount from the net sum before VAT. Agency discount may be claimed only for direct handling with the agency (order acknowledgement and invoice will go to the agency). Validation of the agency must be provided before this discount is offered.

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*'Where gays lead,
others will follow'*
London Evening Standard

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SPECIFICATION

PRINT

Please supply a high resolution PDF emailed to relevant account manager to the following specifications.

ONLINE

Please supply a jpg/GIF or flash file emailed to relevant account manager to the following specifications including relevant hyperlinks

Banners 728 x 90
MPU 300 x 250
Skyscrapers 160 x 600

Newsletters

Please supply a gif/jpg/png file emailed to relevant account manager to the following specifications including relevant hyperlinks

Banner 598px w by 90px h
Skyscraper 125px w by 400px h
Solus email 325 words plus images and logos

MOBILE

Standard Advertising

Please supply a high resolution pdf/ jpg/png file emailed to relevant account manager to the following specifications including relevant hyperlinks

1 page 768px x 1004px
2 pages 768px x 2008px
3 pages 768px x 3012px
4 pages 768px x 4016px
5 pages 768px x 5020px
6 pages 768px x 6024px
7 pages 768px x 7028px
8 pages 768px x 8032px

Splash Page

Please supply a jpg file emailed to relevant account manager to the following specifications

Tablet 768px x 1024px
Phone 320px x 480px

Homepage Banner

Please supply a jpg file emailed to relevant account manager to the following specifications including relevant hyperlinks

Tablet 727px x 240px

216mm x 281mm
full page.
Specs include
3mm bleed

BLEED WILL BE TRIMMED BY PRINTERS

DESIGNERS AVOID THIS AREA

426mm x 281mm
DPS.
Specs include
3mm bleed
'all the way around ad'

BLEED WILL BE TRIMMED BY PRINTERS

DESIGNERS AVOID THIS AREA

1. 107mm x 138mm
quarter page, including bleed

2. 216mm x 138mm
half page horizontal, inc. bleed
3mm bleed
BLEED WILL BE TRIMMED BY PRINTERS
DESIGNERS AVOID THIS AREA

3. 107mm x 281mm
half page vertical, inc. bleed

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TERMS & CONDITIONS

1. Advertisements are accepted on the basis that the relationship between the Client and Attitude Media Ltd (hereinafter "the Company") is governed by the conditions set out below and where specifically detailed on any accompanying Booking Confirmation, Invoice or other Documentation. Unless specifically approved in writing by the Company, the conditions stipulated on a Client's order form or anywhere else shall be void.

2. For the purpose of these conditions, "Client" shall refer to the contractual Principal: that is the party responsible for payment of charges arising from the publication of an advertisement. Where appropriate "Advertisement" includes any marketing material published or otherwise produced by the Company on behalf of the Client, such as loose or bound-in inserts, tip-on or walletted promotions, advertisement features and reprint bookings.

3. The Company reserves the right to refuse any Advertisement submitted for publication.

4. The Company shall make reasonable efforts to honour the Client's wishes regarding the positioning of any Advertisement, but except in the case of specific premium positions (such as inside front cover, outside back cover, first double-page spread and first right-hand page) shall not be liable in the event that the positioning request is not met.

5. Day of publication is as stated. Closing date for copy is as specified on the advertising schedule.

6. Colour copy should be supplied as a high resolution PDF as per separate material instructions. If written copy instructions are not received by the copy date, no guarantee can be given that proofs will be supplied or corrections made and the Company reserves the right to repeat the most appropriate copy. In the event of there being no appropriate copy, the Client will be charged as if the advertisement had been printed.

7. Where the Company agrees to design or otherwise create or amend the Client's copy without charge, the Company shall make reasonable efforts to provide the Client with a proof of the advertisement in advance of publication but shall not, under any circumstances, be liable for any errors or omissions in the published copy. Where the Company levies a separate charge to design or otherwise create or amend the Client's copy, in the event that an advertisement contains any typographical or similar error, misprint or omission that (a) is attributable to the Company and (b) materially reduces the effectiveness of that advertisement, the Company shall re-insert the advertisement into the next available issue without charge. In no circumstances shall the total liability of the Company

for any error, misprint or omission exceed (a) the amount of a full refund of any price paid to the Company for the advertisement in connection with which the liability arose (however, where inserts are lost or damaged, the Company may also be liable for a proportion of the production costs) or (b) the cost of a further or corrective advertisement of a similar type to the advertisement in connection with which the liability arose. Any complaint concerning the reproduction of an advertisement must be lodged in writing within two weeks of the publication date.

8. The Company cannot accept liability for any errors due to inaccurate instructions. Charges shall be made to the Client where the Company or its printers are involved in extra production work owing to acts or defaults of the Client or its agents. These charges will be in accordance with the published rates current at that date. It is the responsibility of the Client or its agents to check the work and/or copy and layout and advise the Company accordingly of any amendments required.

9. Telephone space bookings are subject to the same conditions as written orders.

10. The Client, where an agency, shall not recharge a client for space at an increased rate, unless with the Company's written consent.

11. Clients consent to a credit check which will determine the credit terms (if any) to be offered. Our standard terms are strictly net payable within 30 days of date of invoice, unless the credit check is failed in which case all bookings are payable in advance of the printing date. If payment terms are exceeded and invoices become overdue, which results in legal action, then all outstanding monies become immediately due for payment and the Company and/or its authorised agents shall in addition recover from the Client any and all costs reasonably incurred, which may include, but are not limited to, the cost of: internal and external debt recovery personnel and agencies; legal, accountancy and court fees; and interest on both the principal and all the costs.

12. Contracts not completed by the Client may incur cancellation charges by the Company. In such an event, or where the Company has to cancel any contract or series booking due to non-payment of account, the appropriate higher non-contract or series rate shall become payable.

13. Cancellation or suspension of orders cannot be accepted unless ten clear weeks' notice in writing is given prior to final copy deadline date on which the advertisement was booked to appear.

14. The Client warrants that the Advertisement does not contravene any Act of Parliament, nor is it in any way illegal

or defamatory or an infringement of any other party's rights or an infringement of the British Codes of Advertising and Sales Promotion. On the contrary, copy must be legal, decent, honest and truthful.

15. The Client shall indemnify the Company fully in respect of any costs, damages or losses arising directly or indirectly from the publication of an advertisement, where such an advertisement conformed with copy instructions supplied by the Client. The Company will consult with the Client as to the way in which such claims should be handled.

16. In accepting financial advertisements, the Company does so on the understanding that their copy content, authorisation and placing have been processed in accordance with the requirements of the Financial Services Act 1986.

16. The copyright on artwork/copy contributed to an Advertisement by the Company shall be vested in the Company. In particular any artwork/copy produced by the Company shall not be published elsewhere without the prior written approval of the Company.

17. The Client's property, artwork, digital files etc are held at his risk and should be insured by it against loss or damage from whatever cause. The Company reserves the right to destroy all artwork that has been in its custody for six months from the date of its last appearance.

18. Divisibility: a) The Company reserves the right to make deliveries/and or services by instalments and to render a separate invoice in respect of each such instalment (b) If the Company exercises its right to make deliveries/ and or services in accordance with sub-paragraph (a) above, then any delay in the provision of such deliveries/ and or services, or failure to deliver any further instalment or instalments, shall not entitle the Client to reject the Contract or the delivery/service of any other instalment or to withhold payment in respect of any instalment previously delivered/serviced.

19. Notwithstanding anything in the above which may provide to the contrary, neither the Company nor the Client shall be liable to one another for any loss or damage, consequential or otherwise, caused by, or arising out of, any Act of Parliament, Order in Council, Act of State, Strike of employees, lock-out, trade dispute, enemy action, rioting, civil commotion, fire, force majeure, Act of God or other similar contingency beyond the control of either party.

20. These conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of England.