

2017

# Advertising Ratecard



Sportswoman Magazine [www.sportswomanmag.co.uk](http://www.sportswomanmag.co.uk)



## In print

### Sportswoman

FEATURES



## ... and online

# Sportswoman Magazine

**S**PORTSWOMAN is the only multi-sport print magazine focusing on female athletes in the UK. It features long-form, in-depth features and interviews with sportswomen from Scotland and beyond.

Focusing on a highly targeted ABC1 female audience, it offers cost-effective advertising opportunities for all budgets.

Published four times a year, 10,000 copies are distributed free to key retail and commuter locations across Edinburgh, Glasgow and the Central Belt, airports, and selected supermarkets. Copies are also available to buy online.

Thousands more choose to read the digital magazine and follow the latest on our website [www.sportswomanmag.co.uk](http://www.sportswomanmag.co.uk).

Since our launch, we have had a fantastic response from readers; ranging from amateur athletes and leaders of sporting bodies to Olympians and Paralympians.

We offer a number of sponsorship and advertising opportunities which will allow your company to tap into the power and positive brand association of women's sports and reach our fast-growing female audience.



## When winning is not the only thing

Would you follow Lee if he left his coaching to become a triathlete? **T**



The big picture **adidas**



# Why Sportswoman?

WE are proud to be the only print magazine offering nothing but women's sport from cover to cover.

Despite millions of women playing, coaching and watching sport, we are the only multi-sport magazine carrying features, interviews and news with the focus on sportswomen as athletes. We aim to bring our readers inspirational articles and interviews across a wide range of sports. Our core sports include running, cycling, netball, swimming, football, rugby, golf, and hillwalking. We also feature fitness, nutrition, health & wellbeing advice, as well as equipment and apparel reviews.

Since our launch, we have been praised, supported and followed by the biggest names in sport and the keenest amateurs.

# Why magazines?

IT'S simple: readers love them; they value them and they engage with them in a way they don't with other media. It's all about a longer, more meaningful conversation with your audience.

Print magazines are trusted and generate higher levels of engagement, with display advertisements and sponsored content as much a part of the reading experience as editorial.

Worldwide research\* in a variety of markets, from the UK, to the US and Australia, all show that magazines drive sales growth and deliver the highest overall return on advertising spend, based on actual household purchase behaviour.\*\*

The power of print means that it is the best channel for 'deep reading' without distraction, where readers don't watch or listen to another medium at the same time. This results in a higher impact from advertising for brands. Full attention leads to better retention of content and the brand message.

Print magazines are also regarded as the best format for delivering new ideas which resonate with readers and are a powerful tool in driving sales and brand awareness.

Magazines are a vital part of any campaign, with studies showing that those with a media mix which included print magazines enjoyed an ROI which was 132 per cent higher.

\*(Nielsen Catalina Solutions (NCS)/Advertising Research Foundation's Audience Measurement 2016 conference). Source: Magnetic (Printpower/Brandscience)  
\*\*(Based on data from 1400 campaigns covering 450 Fast Moving Consumer Goods (FMCG) brands)



# Sportswoman

LOVE IT + LIVE IT + PLAY IT



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## RATECARD

(Ex VAT) Effective Jan 2017)

Agency commission 15%

DPS (Double Page spread)

£1200

FULL PAGE £650

HALF PAGE £360

QUARTER PAGE £195

Cover sites +25%

Guaranteed positions +15%

Series discount -10%

Pre-payment discount -10%

DPS ADVERTORIAL/NATIVE ADVERTISING £1600

Engaging editorial is proven to be one of the best ways of communicating a brand message. Call us to discuss how we can put your brand at the heart of memorable stories.

SPONSORSHIP packages on request  
Promoted stories on website/web display:  
£300 minimum pm

DEADLINES 10 days before publication

## PRODUCTION GUIDELINES & SIZES

All images must be CMYK/300dpi print compatible

High-res PDF files: single pages with bleeds to all edges  
PDF/X-1a file, compatible with the pass4press version 10  
(2009/10) specifications.

Colour profile: ISO Coated v2 300% (ECI)

DPS 420mm x 275mm

TEXT: 394mm x 249mm

BLEED 3m to all edges

FULL PAGE 210 x 275mm

TEXT: 184.5mm x 249mm

BLEED 3m to all edges

HALF HORIZONTAL

184.5mm x 124mm

HALF VERTICAL

91mm x 249mm

QUARTER PAGE VERTICAL

91mm x 124mm

QUARTER PAGE HORIZONTAL

184.5 x 60mm

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