

soar 
magazine

mediakit

2011

themagazine.

Soar Magazine celebrates the rich tapestry of sport, health and lifestyle in Leicestershire.

From grassroots to professional sport, the health issues that affect us and the features that inspire us, we provide a unique and absorbing backdrop to Leicester life. Soar Magazine provides a voice for Leicester. That voice is yours, so use it, join us and become a part of Soar Magazine.

- **FREE Leicestershire sport, health and lifestyle publication**
- **Quarterly editions**
- **84 pages, B5 size**
- **11,000+ circulation**
- **900+ venues**



atypicalissue.

Soar Magazine consistently interviews Leicestershire's sporting icons and local celebrities.

From in-depth exclusive interviews to historical accounts, the articles are always insightful and intriguing for any sports enthusiast or casual reader. Our health and lifestyle sections also provide a rounded guide to Leicestershire life and its personalities.

Featured celebrities

- Sven-Goran Eriksson
- Toby Flood / Alesana Tuilagi
- Paul Nixon / Matt Hoggard
- Steve Walsh / Muzzy Izzet
- Neil Back / Richard Cockerill
- Mark Selby / Willie Thorne
- Paula Radcliffe
- Tom Meighan

thereadership.

Soar Magazine is regularly read by the elite athletes of the county's major sports teams.

Our target audience is predominantly, but not exclusively 18-35 year old males and females, who have an enthusiasm for sport within Leicestershire. Our reader enjoys playing and watching sport, as well as keeping fit and eating healthily.

thedistribution.

Soar Magazine is the only publication distributed to all key sporting venues within the county.

They include Leicestershire sports clubs, stadia, training facilities, health clubs and gyms. Not only are sports participators catered for; we distribute to all high traffic venues such as bars, café's, hairdressers and restaurants, to ensure that armchair enthusiasts are represented as well.

Leicester sport specialist

- Leicester City Football Club, Leicester Tigers, Leicester Riders, Leicestershire County Cricket Club and Leicester Hockey Club stadia and training facilities
- 30+ sport and leisure centres
- 30+ football and rugby clubs
- 20+ tennis and squash clubs
- 20+ cricket and bowls clubs
- 15+ golf clubs

City and county wide

- 300+ city centre venues
- 200+ suburb and county venues
- 130+ city schools
- 130+ city GP surgeries
- 30+ community venues
- 20+ Leicester City Council culture and leisure venues

900+ venues

Advertising Rates 2011 (ex. VAT)

Standard Advertisement Sizes

No. of Insertions	x1	x2	x4
Full Page	£650	£1200	£2000
Half Page	£350	£630	£1100
Double Page Spread	£1200	£2000	£3500

Special Positions

No. of Insertions	x1	x2	x4
Page 2	£900	£1500	£2800
Page 3	£850	£1400	£2600
Page 2 & 3 DPS	£1600	£3000	£5000
Inside Back Page	£900	£1500	£2800
Back Page	£950	£1800	£3200

Advertorial

We can conduct and write interviews, features and reviews to the client's requirements. We can also provide photography at an additional cost. Note: The design of the article is at our discretion.

No. of Insertions	x1	x2	x4
Full Page	£600	£1000	£1800
Double Page Spread	£1100	£1900	£3300
Photography	Price on request		

Other services

Inserts per 1000	£50	Please enquire about our flyer print and design services.
Full Page design	£60	
Half Page design	£40	

Artwork Specifications

Full Page

Trim Size: 170mm x 240mm
Bleed: 3mm on each side
Total Size: 176mm x 246mm

Half Page

Trim Size: 148mm x 105mm
Bleed: 0mm
Total Size: 148mm x 105mm

Double Page Spread

Trim Size: 340mm x 240mm
Bleed: 3mm on each side
Total Size: 346mm x 246mm

We require all artwork in high resolution PDFs. Please ensure artwork is at 300 dpi and in CMYK format.

If a high quality colour proof is not supplied by the client, Soar Magazine accepts no responsibility for the final printed result.

Autumn Edition

Advertiser's deadline 12.08.2011 > Release 05.09.2011

Winter Edition

Advertiser's deadline 11.11.2011 > Release 05.12.2011

Soarmagazine.co.uk, supplements the successful quarterly publication, Soar Magazine.

With daily articles, features, competitions and exclusive sport specialist bloggers, Soarmagazine.co.uk is the premier sports online platform in Leicestershire. For the opportunity to communicate your company's message to an engaged audience, in a number of formats and streams, please get in touch.

- **Leicestershire sport, health and lifestyle magazine website**
- **Updated daily**
- **Exclusive bloggers**
- **15,000 visitors p/m**
- **65,000 pages p/m**
- **600,000 hits p/m**



therates.

Advertising Rates 2011 (ex. VAT)

Standard Advertisement Sizes

Size	month	per year
Top Banner	£100	£900
Box Advert	£250	£2250
Side Advert	£300	£2700
Bottom Banner	£125	£1125
Website Sponsorship (all adverts)	Price on request	

Other services

Advert design	£30
Flash/animated advert design	£90
Advertorial inclusion	£90

Advertisement Specifications

Top Banner

468px x 60px

Box Advert

316px x 225px

Side Advert

316px x 462px

Bottom Banner

728px x 90px

The banner adverts can be either jpeg, gif or swf with a size limit of 50Kb.

**for more information visit:
www.soarmagazine.co.uk**



www.twitter.com/soarmagazine



www.facebook.com/soarmagazine



For all advertising enquiries contact:

Shane Surdhar, Sponsorship & Sales Executive

Tel: 0116 242 2851 Email: shane@soarmedia.co.uk

Soar Media Ltd, Phoenix Square, Midland Street, Leicester LE1 1TG