

SPORT

The UK's largest weekly men's magazine

Editorial concept:

1. Wide mixture of sports, to appeal to all groups.
2. Exclusive interviews with major stars, but also underground sports, adventure and health & fitness.
3. Compelling use of images + photography.
4. Accessible writing with a genuine sense of humour.
5. Clean design + typography.
6. Strong use of white space.
7. Excellent repro quality – one of the brightest and whitest papers on the market.

Distribution:

1. Morning not Evening.
2. Fridays to catch consumers before the weekend
3. Unique VIP network as well as commuters

Advertising environment

1. Impact – Right hand pages where appropriate, opposite high traffic sites, mean your ads get seen. The magazine is designed so 100% of readers see your ads.
2. Ads positioned opposite relevant editorial whenever possible.
3. A quality advertiser environment.
4. Creative ad formats provide excellent stand-out. Sponsorship tie-ins promote corporate marketing to a wide audience.

Validation

1. Highly positive feedback from the industry – “launch of the year” according to one press director.
2. Continued positive comments from readers.
3. Official ABC 317,209. The UK's largest sport magazine

Audience

1. Audience is targeted and high end, with 77% male and 80% ABC1.
2. Young, male ABC1s are the audience most desired by advertisers and amongst the hardest to reach.

Cost effective

1. Sport is the single most cost-effective magazine to target younger ABC1 males.

