

THE **GAME**
MAGAZINE

MEDIA PACK 2018

THE GAME | MEDIA PACK MAGAZINE 2018

“

THE FOOTBALL MEDIA THAT DRIVES YOUR GAME

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THE GAME | MEDIA PACK MAGAZINE 2018

THE EDITOR

DAREN COUSINS

The publication is the creative of Managing Director Daren Cousins who has worked in the Professional Football & Media industry for over 10 years.

Daren has a vast background and experienced in working at a top Premier League Club for over 8 years, director at a Football Tour company plus working at some top media business's such as ITV, OK Magazine & the Daily Express.

Daren is a strong business development professional who is dedicated to providing a hands-on top class service to the local clubs and players and advertisers in our local areas.



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WE NOW DISTRIBUTE
IT TO SELECTED POST
CODES THROUGHOUT
HERTFORDSHIRE AND
ESSEX THROUGH
LETTERBOXES

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WHAT IS GAME MAGAZINE?

The Game Magazine exclusively launching in summer 2017 to produce your high end one stop resource for professional, semi professional, amateur & youth football clubs/players in Hertfordshire and Essex.

WHERE WILL IT BE DISTRIBUTED?

The Game magazine will be directly distributed to the Footballers, selected Professional/Semi Professional Football Clubs, Amateur & Youth Football clubs and be available at all Leisure Centres, Swimming Pools, Youth Football Clubs, Golf Clubs, Swimming Pools, Leisure Centres, Gyms, Colleges, ALL SCHOOLS inc. Primary and Secondary in Hertfordshire and Essex.



KEY NUMBER

10,000 COPIES EACH ISSUE!

With 10,000 copies printed in each area, The Game magazine aims to educate Professional & Semi Professional Football Players as well as Youth & Amateur Players and Clubs on ALL aspects of local football. From local clubs, football accessories to buying a new car & fashion, the magazine is an ideal way to promote your business.



The Game Magazine is a 52 page Bi-Monthly publication delivered in hard copy and digital on a seasonal basis.

Alongside exclusive interviews with the players at the local clubs and the people behind the scenes, this high-end local one stop football resource publication also includes the latest cutting-edge fashion, travel, business news and innovative products and services.

WHY CHOOSE THE GAME?

- Bi-Monthly Publication for the area
- **Printed on Glossy 130gsm silk product**
- Free self selection and pick up product
- **52 page Hard Back**
- Appeals to both adults and children
- **Delivered to all local clubs and major outlets**
- Educational and developmental
- **Cost effective advertising rates**
- Hits your target audience
- **Over 10 years experience in the football industry**
- Directly distributed to the Footballers



ADVERTISING RATES



SINGLE PAGE
£495 + VAT

INSIDE BACK COVER
£599 + VAT

OUTSIDE BACK COVER
£599 + VAT

INSIDE FRONT COVER
£599 + VAT



DOUBLE PAGE SPREAD
£950 + VAT

DIGITAL REQUIREMENTS

- Please supply artwork as a High Resolution PDF
- All fonts to be embedded
- All colours must be CMYK

HALF PAGE
£290 + VAT

QUARTER PAGE
£160 + VAT

SIXTH PAGE
£120 + VAT

TWELFTH PAGE
£85 + VAT

LINAGE
£55 + VAT

ADVERT SPECIFICATIONS

DIMENSIONS

Trim size of Magazine: W210cm x H297mm + 3mm bleed (Perfect Bound)

Double Page Spread (DPS)

Trim: W420mm x H297mm
Bleed: W426mm x H303mm
Type: W392mm x H269mm

Full page (single)

Trim: W210mm x H297mm
Bleed: W216mm x H303mm
Type: W182mm x H269mm

Half page Horizontal

Trim: W210mm x H148mm
Bleed: W216mm x H154mm
Type: W182mm x H133mm

Half page Vertical:

Trim: W105mm x H297mm
Bleed: W111mm x H303mm
Type: W90mm x H269mm

Quarter page

Type: W88mm x H132mm



Trim

Bleed

Type

The Game Magazine will give every advertiser an enormous marketing vehicle to carry their message to a local market, as well as huge exposure to a captive and targeted audience.