

A L I F E S T Y L E F O R M E N A N D W O M E N

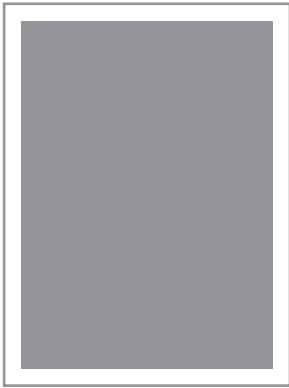
# i-on

M A G A Z I N E

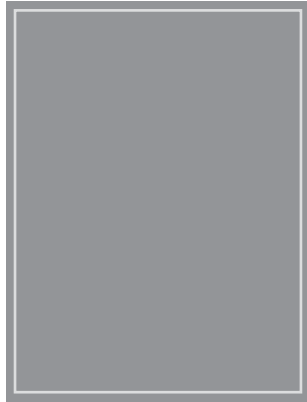


## Media Pack 2010

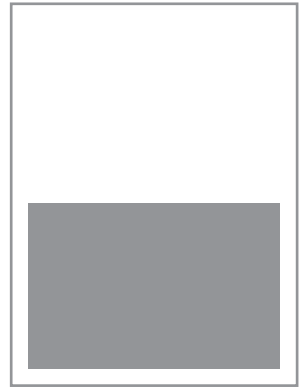
Edinburgh & Glasgow editions



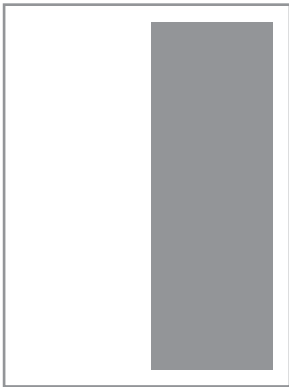
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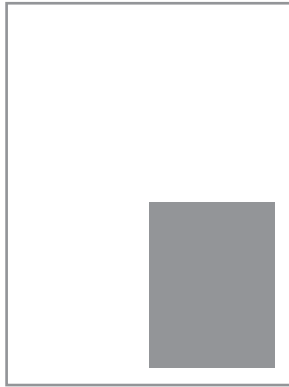
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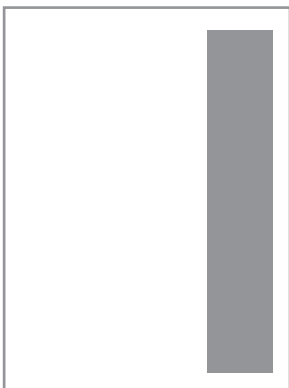
03



04



05



06



07

# SIZES

*i-on* magazine is portrait format with a full page 210mm high by 165mm wide

## FULL PAGE TYPE (01)

Document size: 200 x 155 mm

## FULL PAGE TRIM (02)

Document size: 210 x 165 mm  
(+3 mm bleed)

## 1/2 PAGE HORIZONTAL (03)

Document size: 89 x 138 mm

## 1/2 PAGE VERTICAL (04)

Document size: 183 x 67mm

## 1/4 PAGE VERTICAL (05)

Document size: 89 x 67 mm

## 1/3 PAGE VERTICAL (06)

Document size: 183 x 44mm

## 1/3 PAGE HORIZONTAL (07)

Document size: 47 x 138 mm

## DOUBLE PAGE SPREAD

Document size: 210 x 330 mm  
(+3 mm bleed)

## FORMAT

TIFF, JPEG, EPS or PDF

## RESOLUTION

CMYK 300 dpi

# i-on

M A G A Z I N E



## CONTACT DETAILS

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# Media Pack 2010

## CIRCULATION

20,000 magazines in Edinburgh

20,000 magazines in Glasgow

*i-on* Readership 128,000\* readers across both titles

## ABOUT I-ON READERS

**Age:** 66% 25-44 years, 28% 45+

**Sex:** 70:30 female: male

**Money:** 68% earn over national average salary

**Local market:** 87% of readers live within 10 miles of the respective city centres

**Property:** 79% own their property

## ABOUT I-ON

A handbag sized, high quality, glossy magazine, *i-on* is city specific and filled with useful local tips, reviews and information to offer readers a fresh and valued overview of their city every month.

Since its launch in 2005 (2007, Glasgow), *i-on* has become an aspiring and trusted brand. 75% of readers look out for and pick up a copy each month. 80% have been reading *i-on* for more than one year and half of our readers keep a copy at home for at least one month.

## OUR READERS AND I-ON

- 1 in 4 have bought an item featured in *i-on*
- 1 in 3 *i-on* readers visit the gym more than twice a week.
- 81% have visited a website in *i-on*
- More than half have visited a store they've seen in *i-on*
- 50% eat and drink out at least twice a week
- 54% of *i-on* readers shop in boutique/independent stores more than twice a month

## REGULAR EDITORIAL

*i-on* is known for its high quality fashion shoots, authoritative editorial covering Health, Beauty, Fashion, Property, Interiors, Food and Drink and Lifestyle. *i-on* is entirely supported by well-respected national and local brand advertisers and delivers consistent quality in all aspects, whilst supporting advertisers editorially.

*i-on* is the trusted read of an often difficult to reach niche market of urban professionals with a high disposable income.

\*source: *i-on* readership survey March 2009 based on 225 *i-on* readers

## DISTRIBUTION

Readers can pick up the magazine at over 350 venues per city and our exclusive distribution points range from top retailers, spas, restaurants, bars and hotels. Venues in Edinburgh include Harvey Nichols, Cruise, One Spa and The Balmoral and in Glasgow, Princes Square, Buchanan Galleries, House of Fraser and Malmaison. A full list of distribution points is printed at the back of each magazine ensuring absolute transparency with the circulation.

## WHY ADVERTISE IN I-ON?

*“The quality of i-on makes it the ideal platform for our brand in Glasgow.”*

**Susie Mutch**, International Marketing Director, Vidal Sassoon

*“We sold an apartment as a direct result of advertising in i-on Glasgow magazine.”*

**Liz Mallon**, Cruden Homes West

## PUBLICATION DATES

### **i-on Edinburgh:**

04/01; 05/02; 03/03; 01/04; 30/04; 02/06; 30/06; 03/08; 02/09; 04/10; 04/11; 02/12

### **i-on Glasgow:**

19/02; 22/04; 24/06; 26/08; 28/10

## BOOKING DEADLINE

### **i-on Edinburgh:**

17th of the month preceding publication

### **i-on Glasgow:**

17th of the month preceding publication

## COPY DEADLINE

### **i-on Edinburgh:**

19th of the month preceding publication

### **i-on Glasgow:**

10th of the month preceding publication

## RATE CARD

Price quoted per issue

	1 issue	3 issues	6 issues	One year
	Rate	-10%	-15%	-25%
<b>Full Page</b>	£1,200	£1,080	£1,020	£900
<b>Half page</b>	£695	£625.50	£590.75	£521.25
<b>Third Page</b>	£575	£517.50	£488.75	£431.25
<b>Quarter Page</b>	£350	£315	£297.50	£262.50
<b>DPS</b>	£2,100	£1,890	£1,785	£1,575
<b>Inside DPS</b>	£2,400	£2,160	£2,040	£1,800
<b>Inside Back</b>	£1,400	£1,260	£1,190	£1,050
<b>Back Cover</b>	£1,900	£1,710	£1,615	£1,425

Agency commission: 10%

## READER OFFERS

£250 ¼ page

## ADVERTORIALS AND SPECIALS

Health and Wellbeing £350

Valentines special £150

Spring/Summer fashion £150

Area guides £150 - £350

Beyond the fringe August £150

Autumn winter fashion £150

Christmas gift guide £180

Eat. Drink. Sleep.

Six boxes per page / £150 per issue

## EAT. DRINK. SLEEP.

Six businesses per page / £150 per issue

Discounts available for adverts placed in both magazines.