

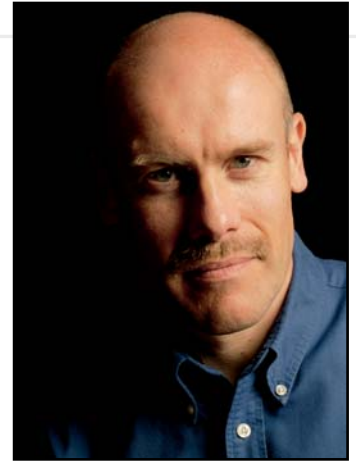
# Hi-fi news<sup>TM</sup>

PURE AUDIO EXCELLENCE

## From the Editor

Welcome to Hi-Fi News, the longest-running audio magazine on the market and the one journal with a reputation for delivering genuinely in-depth reviews on the latest equipment and technologies. If your company has a message to sell, whether in terms of audiophile sound quality, technological innovation or aspirational design then Hi-Fi News is the ideal vehicle for your products.

Our definitive reviews not only carry great weight in audio markets across the globe but are regularly reprinted by manufacturers as part of their branding strategy. The combination of great photography, world-class test and measurement plus our informative and entertaining review style brings stature to both our editorial content and the products and services advertised alongside. Serious products, taken seriously.



We look forward to working with you  
Paul Miller



## Unlock the hi-fi market

- Hi-Fi News delivers the most cost effective advertising platform of any UK high-end hi-fi magazine.
- Hi-Fi News has the highest verified circulation in the high-end hi-fi magazine market. It delivers the very best design, production and editorial quality each month.
- Being seen in Hi-Fi News is the ultimate endorsement for your company and products.
- Our readers are serious about hi-fi, each is a potential purchaser of your product.

## Reader profile

- Male 100%, average age 47
- 75% ABC1
- Average income £37,800

## Reader loyalty

- Non-subscribers buy an average of 10 copies per year
- The average length the title has been read for is 8 years
- Each issue of Hi-Fi News is read for almost 4 hours

## Passion for music

- 99% currently own hi-fi equipment
- The average value of readers' systems is £4,000
- Readers own on average 1,200 CDs



Email press releases about new products and events to:  
[hi-finews@ipcmedia.com](mailto:hi-finews@ipcmedia.com)

[www.hifinews.co.uk](http://www.hifinews.co.uk)  
On line advertising opportunities.

Advertising on  
[www.hifinews.co.uk](http://www.hifinews.co.uk)  
is cost effective  
and targeted.

## Promotion on [www.hifinews.co.uk](http://www.hifinews.co.uk)

- We can build a campaign to suit your budget.
- Prices start from as little as £150 a month.
- Cost effective way of reaching the market for your products
- Over 8000 unique users passionate about hi-fi.



### Banners

Your product or company can be promoted at the top of every page through out the Hi-Fi News site.

### Buttons

A great cost effective way of promoting you product or service. You can choose where it appears on the page.

### Sky Scraper

At the side of every page our super size sky scraper banners really give your brand the promotion it deserves. Eye catching and flexible these position are a great stand alone promotion or can be interlinked with buttons and banners.

## Rate Card

Type of advert	Cost	Technical Specifications
For a four week campaign		
Banner	£250	468x60 GIF Max 15k Rich Media Max 30k
Sky Scraper	£250	90x600 120/600 GIF max 20k Rich media max 30k
Button	£150	120x60 max GIF size 8k

Sponsorship opportunity available on request.

Email: [susan\\_bann@ipcmedia.com](mailto:susan_bann@ipcmedia.com)  
[ben\\_foster@ipcmedia.com](mailto:ben_foster@ipcmedia.com)

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## Magazine Advertising Rates

	Display			Classified		
	1	6	12	1	6	12
Number of insertions	1	6	12	1	6	12
Double Page	<b>£3240</b>	<b>£3078</b>	<b>£2916</b>	<b>£1,800</b>	<b>£1,750</b>	<b>£1,600</b>
Whole page	<b>£1,800</b>	<b>£1,710</b>	<b>£1,620</b>	<b>£960</b>	<b>£888</b>	<b>£846</b>
Half page	<b>£990</b>	<b>£940</b>	<b>£890</b>	<b>£540</b>	<b>£510</b>	<b>£485</b>
Quarter page	<b>£544</b>	<b>£517</b>	<b>£490</b>	<b>£300</b>	<b>£284</b>	<b>£272</b>
Third Page	-	-	-	<b>£420</b>	<b>£396</b>	<b>£378</b>
Eighth of a page	-	-	-	<b>£180</b>	<b>£168</b>	<b>£134</b>
PCC	-	-	-	<b>£24</b>	<b>£22</b>	<b>£19</b>

	Covers		
	1	6	12
Number of insertions	1	6	12
Outside back	£2,700	£2,565	£2,430
Inside front	£2,250	£2,138	£2,025
Inside Back	£2,250	£2,138	£2,025

## Extras Available

PDF'S	£550 (per article)
Loose Inserts	£65 per 1,000 (dependant on weight/ size)
Re-prints	£POA (dependent on size of review)

## General Information

Copy date: Full Colour 6 weeks, Mono 5 weeks preceding publication

Cancellation: 4 weeks before copy date

Please supply PDF's, Details can be downloaded from [Pass4Press.com](http://Pass4Press.com)

Internet address: [www.hifinews.co.uk](http://www.hifinews.co.uk)

### Your Contacts.

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## 2008 PRODUCTION SCHEDULES

ISSUE	COPY DEADLINE	PUBLICATION DATE
May 2008	4th March 2008	4th April 2008
June 2008	3rd April 2008	2nd May 2008
July 2008	29th April 2008	30th May 2008
August 2008	29th May 2008	27th June 2008
September 2008	26th June 2008	25th July 2008
October 2008	20th July 2008	22nd August 2008
November 2008	20th August 2008	19th September 2008
Winter 2008	18th September 2008	17th October 2008
December 2008	16th October 2008	14th November 2008
January 2009	13th November 2008	12th December 2008

**All above dates are for digital advertisement copy only.  
If you require your advertisement to be designed/amended  
Please supply 5 days prior to the above deadline dates.**

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