MEDIA PACK 2015

MEDIA INFORMATION & SPECIFICATIONS

Since 1995 **Home Cinema Choice** ***has been the must-buy magazine for AV enthusiasts***

Published thirteen times a year, each issue provides in-depth, detailed reviews of the hardware products on everyone's shortlist – from hi-def/4K televisions and projectors to AV receivers, processors, speakers, Blu-ray players, subwoofers, PVRs, soundbars, media servers, headphones and more

Our readers have an insatiable appetite for new kit – and we feed it!

OUR READERS

- Are investing in dedicated home cinema systems
- Are always looking to improve their systems through additional accessories and tweaks
- Are early adopters – from 4K to Dolby Atmos – and opinion formers in their social circles
- Make regular upgrades to their setup

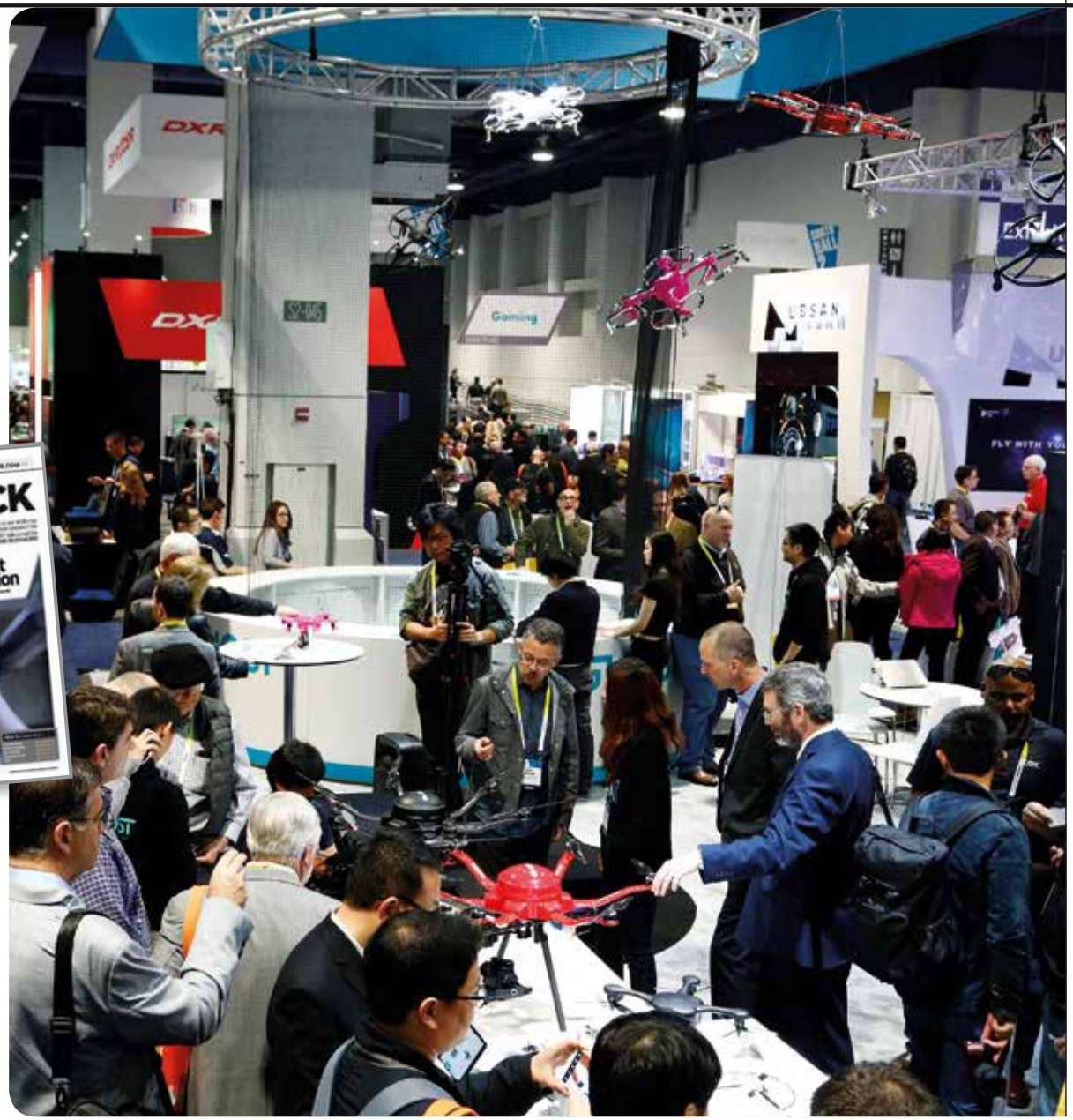
- ***Circulation: 10,867***
- ***Readership: 23,907***
- ***13 issues a year***
- ***Cover price: £4.75***
- ***Stockists: WHSmith, Tesco, Sainsbury's and independents***

Our team is made up of the UK's most experienced AV journalists, and their informed reviews are trusted by our readers when they're making buying decisions. And our readers are influencers, too, advising friends and family about new technology

Our coveted badges show which products are best-in-class

Home Cinema Choice is more than just about hardware reviews. Each issue our Blu-ray, DVD and games sections help readers build their collections, while our technology features, custom install showcases and news pages keep them up-to-date with trends and ideas

From Hollywood to Tokyo, we give our readers behind-the-scenes access to the biggest tech stories



EVENT ISSUES

- Our annual awards and EISA showcase issues highlight the very best hardware of the last 12 months
- The Movie Awards is a one-stop shop for Blu-ray fans adding to their collection
- Our CEDIA UK awards special brings custom installers to a wide audience

CES, IFA, ISE – each year we cover the key consumer electronics shows

- **www.homecinemachoice.com** provides daily content targeted at home cinema enthusiasts in the UK and abroad
- Since its re-launch in 2012, site readership is steadily growing
- Monthly page views: 210,000
- Monthly unique users: 90,000
- Multiple advertising opportunities

RATE CARD

HOME CINEMA Choice

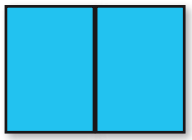
Display	Rates per insertion			
	1 issue	4 issues	6 issues	13 issues
DPS	£2,500	£2,400	£2,100	£1,900
Full Page	£1,450	£1,350	£1,200	£1,000
Half Page	£775	£725	£650	£550
1/4 Page	£420	£390	£375	£325
1/8 Page	£250	£240	£225	£200
IFC	£1,750	£1,700	£1,650	£1,500
OFC	£1,750	£1,700	£1,650	£1,500
OBC	£2,000	£1,900	£1,800	£1,650
1st RH Page	£1,600	£1,550	£1,500	£1,400
1st DPS	£2,300	£2,200	£2,100	£2,000
Advertorial	Rates per insertion			
DPS	£3,000	£2,800	£2,600	£2,300
Full Page	£1,750	£1,500	£1,300	£1,150

Online	Rates per month
MPU	£400. 300px x 250px JPEG/GIF
Leaderboard	£500. 728px x 90px
Outer skin	£1,000. 1902px by 1024px (980px white space centred)

SPECIFICATIONS

- Format: Full-colour magazine
- Average issue size: 124 pages
- Frequency: 13 issues per year
- Cover price: £4.75

DPS



Bleed: 306 x 450mm
Trim: 300 x 444mm
Type: 208 x 425mm

Single page

Bleed: 306 x 228mm
Trim: 300 x 222mm
Type: 280 x 203mm

1/2 page vertical

Trim: 300 x 111mm

1/2 page horizontal

Trim: 150 x 222mm

1/4 page vertical

Trim: 150 x 111mm

1/4 page horizontal

Trim: 75 x 222mm

1/8 page

Trim: 75 x 111mm

RATE CARD

EXTRAS

- **PDFs:** £550 (per article)
- **Loose inserts:** £65 per 1,000 (dependent on weight/size)
- **Bagged inserts**: Rates on application
- **Reprints:** £POA (dependent on size of review)
- **Cancellation:** During a series, cancellation will result in a surcharge on all previous insertions, bringing the total cost of each advertisement to the appropriate rate. Any cancellation must be received in writing 28 days prior to print deadline
- **Guaranteed facing editorial:** 10% extra
- **Publication dates:** See publication schedules
- **Cancellation date:** 28 days prior to print deadline

NOTES

- Please note that all prices quoted include full colour.
- VAT at 20% should be added to all prices as of 2011 (UK only).
- Advertising cancellations must be sent in writing 28 days prior to print deadline.
- PPA recognised media agencies receive a 10% commission from the quoted net cost.
- Inserts info: Quotes for inserts available on request.

Production information

- FILES: PDF, JPEGs, TIFFs, EPS (font included)
  Quark/InDesign docs (include hi-res graphics and fonts).
- GRAPHICS: Resolution 300dpi
  Type area: 280 x 203
  Final trim area: 300 x 222
  Bleed area: 306 x 228

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