

# SAILPLANE & GLIDING



*“It’s the world’s finest gliding magazine”*

## Media information

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[www.sailplaneandgliding.co.uk](http://www.sailplaneandgliding.co.uk)

# SAILPLANE & GLIDING

## MEDIA INFORMATION



*Sailplane & Gliding (S&G)* has been inspiring, educating and entertaining glider pilots since 1955. It is written by enthusiasts for enthusiasts, but is edited and verified by professionals. Published every other month, *S&G* is read in over 50 countries worldwide. *S&G*'s editorial is targeted at the interests of its international readership as well as its home UK market with an aim of maintaining its position as the world's leading English-language gliding magazine. There is something in each issue for everyone, from beginners to world champions.

*S&G* now also has an online presence at [www.sailplaneandgliding.co.uk](http://www.sailplaneandgliding.co.uk). Content here has an international feel and targets the English-speaking international gliding community.

The readership of *S&G* is almost exclusively made up of committed glider pilots. Members of this group, predominantly from NRS social grades AB and CACI category 1, spend large sums on their sport and have significant amounts of leisure time. This core readership provides a balanced spread from young professionals to the newly retired. The readership is technologically aware and will be attractive to suppliers of luxury lifestyle products, as well as to suppliers in the traditional sailplane market.

***"It is the world's finest gliding magazine!"***

- Double-world-champion George Moffat

***"My gliding federation has had an S&G subscription for over 20 years.  
It is still one of the best, or even the best, in the world"***

- Patrick Pauwels, President, European Gliding Union

***"Bang up-to-date, readable and very professional"***

- Roland Clarke, Devon & Somerset Gliding Club

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### S&G advertising rate card 2011

#### Display Advertising

Size	Full colour
Full page	£840
Two-thirds page	£595
Half page	£520
One-third page	£295
One-third box	£320
Quarter page	£225
One-sixth page	£150
One-ninth page	£120
One-twelfth page	£75

#### Classified Advertisements

One inch panel	£46
Lineage: 80p/word, minimum 20 words (£16). Photographs £6 extra.	
Box number £3 extra	

#### Extras

Outside back cover - 20%
Inside cover - 17%
Early right-hand page - 17%
Solus on page (not spread) - 20%
Guaranteed right-hand page - 15%

#### Series discounts

6 issues 10%
12 issues 15%

\* BGA clubs should contact Debbie Carr for member club rates

### Combined print/online advertising package

Advertisers booking a half page or full page colour advert will receive a FREE online advert on the S&G website (per issue ie two calendar months)

Half page advert = 180 x 150 pixel static button

Full page advert = 728 x 90 pixel rotating banner

All prices quoted above exclude VAT, which will be charged at the current rate

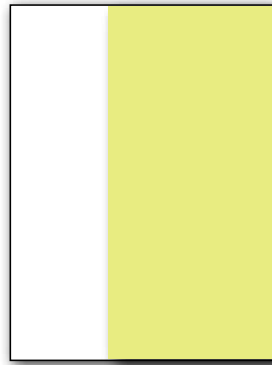
# SAILPLANE & GLIDING

## MEDIA INFORMATION

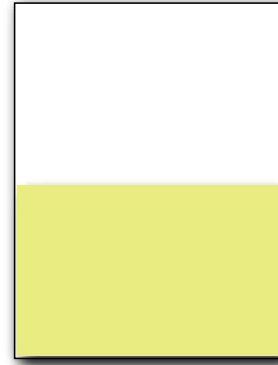
### Display sizes



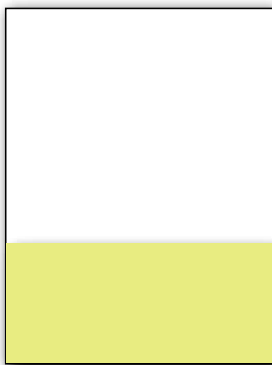
**Display full page**  
247mm (d) x 189mm (w)  
Bleed:  
286mm (d) x 221mm (w)



**Two-thirds page**  
247mm (d) x 124mm (w)



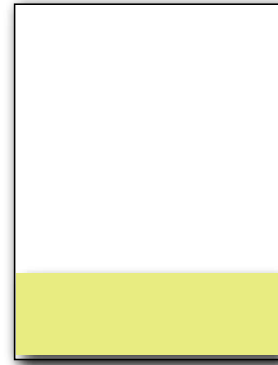
**Half page**  
120mm (d) x 189mm (w)



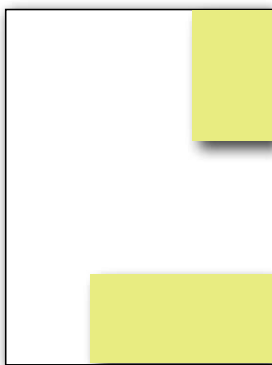
**One-third page**  
80mm (d) x 189mm (w)



**One-third page box**  
120mm (d) x 124mm (w)



**One-quarter page**  
57mm (d) x 189mm (w)



**One-sixth page**  
124mm (d) x 57mm (w)  
59mm (d) x 120mm (w)



**One-ninth page**  
78mm (d) x 59mm (w)



**One-twelfth page**  
59mm (d) x 57mm (w)

# **SAILPLANE & GLIDING**

*MEDIA INFORMATION*

## **Deadline and publishing schedule 2011**

<b>Issue</b>	<b>Display ad deadline</b>	<b>Publication date</b>
February/March	22/12/10	25/01/11
April/May	23/02/11	25/03/11
June/July	22/04/11	25/05/11
August/September	24/06/11	25/07/11
October/November	22/08/11	26/09/11
December/January	22/10/11	25/11/11

### **Artwork requirements**

High resolution PDF - jpg, eps and tiff files accepted

All graphics, photographs, logos, etc to be scanned at 300dpi

All images to be saved as CMYK

All fonts embedded

Full printers specification available on request

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## **Sales contact**

**Debbie Carr**  
- 0116 289 2956  
[debbie@gliding.co.uk](mailto:debbie@gliding.co.uk)

**8 Merus Court,  
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Photo: Damien Dyer