

# product.

MUSIC FILM FICTION ART IDEAS

## DISPLAY COPY DETAILS 2008/2009

A stylishly designed quarterly, Product delivers intelligent, entertaining writing about music, film, art and books. Product's combination of original editorial and bold, innovative design has gained the magazine a growing reputation as one of the best independent titles in Britain.

Product provides a platform for the work of new artists and writers, and is the only national arts publication in Scotland aimed at a young audience. Readers buy the magazine "to get a sense of what's really happening" and to read "something that cuts through all the drivel, and doesn't talk down to you".

## TESTIMONIALS

"Product sells extremely well...a quality arts magazine firmly rooted in Scotland"  
*Elizabeth Mclean, Fruitmarket Gallery*

"Product is one of the few magazines that challenges boundaries instead of restricting them. Film, music, contemporary art and short fiction stand alongside one another, all approached with wit and intelligence. As a writer Product gave me an early first boost by publishing one of my short stories."  
*Rachel Seiffert, author*

"Product makes an important contribution to Scottish life. It is one of the few places where cultural debate is kept alive with the right kind of passion."  
*Professor Simon Frith*

"Product is a beautifully-designed package with great new fiction, layouts and photography"  
*World of Magazines*



## READERSHIP & FREQUENCY

Product is published four times a year and has a readership of 24,000 per issue.

## DISTRIBUTION

John Menzies distributes the title to newsagents across Scotland. Central Books supply bookshops, galleries and independent record shops across the UK and selected European capitals. Worldwide Magazines Direct distributes Product to HMV and Fopp stores throughout Britain.

## READERSHIP PROFILE

Product is the essential magazine for intelligent, media aware young professionals interested in books, music and film. Product appeals to this readership by offering cultural commentary, interviews, art and new fiction complemented by striking art direction and design.

Product is free thinking, distinctive and different. Its unique content makes it unlike anything else on the market.

## GENDER

Product appeals to both sexes:  
Female 51% / Male 49%

## AGE

Product appeals to a readership of 22-40 year-old socially active and influential Scots.

## OCCUPATION

Product attracts readers from a variety of lifestyles and occupations:

Arts 36%  
Media, Publishing and PR 29%  
Students 20%  
Education 10%  
Other 5%

## ENTERTAINMENT

Product readers have a broad interest in the arts. They appreciate intelligent cultural discussion and enjoy all forms of art and popular entertainment.

67% of our readers go to the cinema every month  
69% enjoy literary events  
75% are interested in contemporary music  
93% use the Internet at home  
74% are interested in the visual arts  
70% follow politics  
86% are interested in environmental & ethical issues  
59% follow world news  
35% are interested in photography  
72% are interested in new fiction  
54% regularly go to the theatre

## DISPLAY RATES

### COLOUR

Double page spread:		£1400
Outside back cover:		£1250
Inside front cover:		£1100
Inside back cover:		£900
First Right Hand:		£1000
Full page:	SITE GUARANTEE	£900
Full page:		£830
Half page:	SITE GUARANTEE	£500
Half page:		£450
Quarter page:	SITE GUARANTEE	£250
Quarter page:		£225

### MONO

Full page:	SITE GUARANTEE	£640
Full page:		£580
Half page:	SITE GUARANTEE	£320
Half page:		£280
Quarter page:	SITE GUARANTEE	£200
Quarter page:		£150

## POLICY

The publishers of Product:

- believe advertising should always be complementary to editorial design
- are committed to providing advertisers with access to a unique environment and audience
- will not run single page ads facing each other
- will not run advertisements behind bound inserts

## AD SIZES

Double Page Spread:

(full bleed): 285mm x 430mm (plus 3mm bleed)

Full Page: 285mm x 215mm (plus 3mm bleed)

Half Page:

Horizontal: 142.5mm x 215mm (plus 3mm bleed)

Half Page:

Horizontal with border: 132.5mm x 205mm

Half Page:

Vertical: 285mm x 107.55mm (plus 3mm bleed)

Half Page:

Vertical with border: 275 x 97.5mm

Quarter Page: 142.5mm x 107.5mm (plus 3mm bleed)

Quarter Page with border: 132.5mm x 97.5mm

Please note: other ad sizes can be accommodated at the client's request.

## TERMS AND CONDITIONS

Product Media Pack rates do not include VAT, which will be added to invoices at 17.5%

All invoices must be paid within 28 days. Interest may be charged on overdue balances.

Product does not accept liability for any loss incurred by error in copy or omission of any advert from Product.

The quality of reproduction of any advertisement in Product cannot be guaranteed if the specifications set out on this media pack are not adhered to or if the material is received after copy deadlines.

If advertising copy for space booked is not supplied in time for our deadline, we reserve the right to fill the space. The advertiser will still be liable for payment.

## GUIDELINES FOR SUBMITTED FILES

Please supply artwork on PC or Mac formatted CD, DVD or 100mb Zip disk at the correct size (see dimensions above). Files should be supplied as Freehand, Illustrator, eps or Acrobat (pdf) files. All fonts should be supplied or – preferably – converted to paths in Illustrator / Freehand. Placed images should also be supplied if using Freehand or Illustrator artwork. Colour artwork should be in CMYK colour mode. Files sent as email attachments should be sent as Zip or Stuffit files to [ads@productmagazine.co.uk](mailto:ads@productmagazine.co.uk)

## PUBLICATION DATES

Issue 16

March 17, 2009

Issue 17

June 17, 2009

Issue 18

September 17, 2009

## FOR FURTHER INFORMATION PLEASE CONTACT PRODUCT:

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