

THE BEST COVERAGE OF THE NO.1 OLYMPIC SPORT

ATHLETICS

WEEKLY

**"Athletics Weekly
has been a part of
my life since I
started running"**

Lord Sebastian Coe



ATHLETICS WEEKLY

THE BEST ATHLETICS MAGAZINE IN THE WORLD

Faster, higher, stronger

ATHLETICS WEEKLY leads the world in its coverage of the No.1 Olympic sport.

The biggest stars of the London 2012 Games will be the track and field athletes and no publication in the world will tell their story in the same depth, accuracy and authority as Athletics Weekly.

AW, as the magazine is known, was just three years old when the Olympics were last held in London. Since then, we have reported every run, jump and throw of note – both in the UK and abroad – and Usain Bolt, Mo Farah, Jessica Ennis and Paula Radcliffe have appeared regularly in our pages since their early teenage years.

The Olympics aside, AW is busy all year round with grassroots track and field action, plus cross country, trail and road running. We specialise in in-depth features of runners, jumpers and throwers of all ages and abilities, together with training advice articles, product reviews, fixtures listings, results and previews.

Together with its busy website and message board, the weekly magazine also provides the premier platform in the sport for athletes and coaches to have their say. Our letters section, opinion columns and news pages have led to fans describing AW as the voice and bible of the sport.

As TV commentator Alan Parry once famously said: "If it isn't in AW, it hasn't happened."

15,000-20,000 readers every week!

- » Average age of the AW reader ranges between 18-55 years old
- » 69% male, 31% female
- » 65% are ABC1
- » 66% are in middle to senior positions.
- » 55.4% are club competitors.
- » 39.5% spend £250-£500 on sports goods each year, 23.4% spend £500-£1000 on sports goods each year

» The majority of our readers are competitive athletes, with a large proportion of these that also coach.

» 67% are competitors

The following percentages are what our readers said they were fans of:

- » Sprints and hurdles = 36%
- » Middle Distance = 54.5%
- » Jumps = 23.4%
- » Throws = 17.14%
- » Long distance running = 45.2%
- » Cross Country = 48.9%
- » Road running = 40.4%
- » Trail/fell running = 18.9%

» 24.5% also coach



Every run, every jump, every throw. Every week.

News

» What's happening in the athletics world

Event coverage

» The most comprehensive reports in the sport

Products reviews

» Track and field gear, gadgets and supplements

Fitness and coaching

» Great advice on how to run, jump and throw

Comment

» Our writer's represents the sport's voice

Results

» Leading worldwide performances

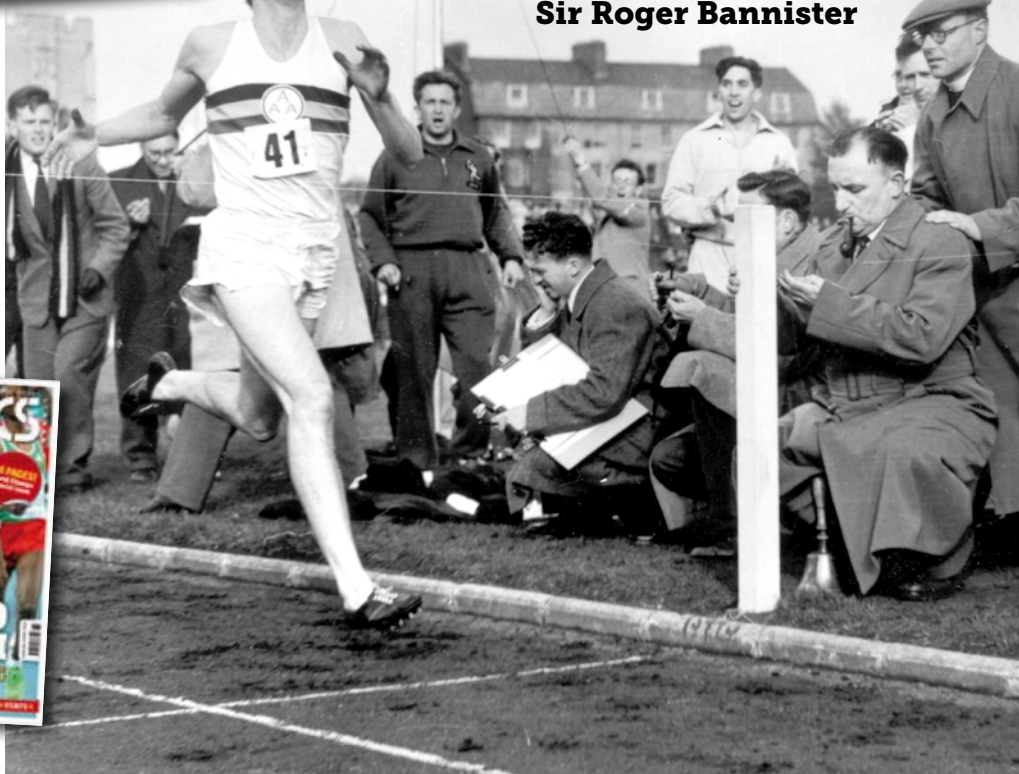
Fixtures

» Definitive guide to events



"Long may AW continue"

Sir Roger Bannister



Getty Images



ATHLETICS WEEKLY

Circulation: *Athletics Weekly* is on sale every Thursday in WH Smith, Tesco and leading supermarkets.

Copy date: Eight days prior to publication. (Wednesday)

Copy: Press optimised PDF files with all fonts and images embedded. All colours must be CMYK. All PDF files must be supplied with crop marks and 3mm edge bleed where necessary. AW cannot accept responsibility for the reproduction of an advert without a proof.

Proof to be delivered to:

Athletics Weekly, PO Box 614
Farnham, Surrey GU9 1GR
Email: advertising@athleticsweekly.com

Technical queries:

Please call 01733-808533 or email: mike.taylor@athleticsweekly.com
10% agency commission. Prices are exclusive of VAT which will be charged at the current rate on all bookings made from within the EC. For Terms & Conditions go to www.athleticsweekly.com/about/advertise



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The ***NEW*** Athletics Weekly Series Pack booking system
The most effective way to advertise

Series Pack booking rates

| | 1 Series Pack | 2-4 Series Pack | 5-8 Series Pack | 9-12 Series Pack |
|-------------|---------------|-----------------|-----------------|------------------|
| Full page | £ 3,800 | £ 3,610 | £ 3,249 | £ 2,932 |
| Half page | £ 2,050 | £ 1,947 | £ 1,758 | £ 1,580 |
| Double page | £ 7,400 | £ 7,030 | £ 6,344 | £ 5,725 |

The Series Pack bookings* are the most cost effective way to advertise with *Athletics Weekly*.

Save up to £467 per page by booking our new Series Pack system. We believe in giving our clients the best opportunity to reach as many quality readers as possible, creating the awareness, trust and loyalty that comes with regular advertising.

The Series Pack allows you to have the best advertising coverage, with just the one Series Pack booking reaching 20,000 readers four times a month!
*Each Series Pack booking will give you four issues each month.

Price per individual booking

| | Price per insert | |
|-------------|------------------|--------------------------------------|
| Full page | £ 1,200 | Cover site = plus 30% |
| Half page | £ 650 | Special positions = plus 20% |
| Double page | £ 2,400 | Sponsorship = available upon request |
| | | Inserts = from £40 per 000 |

Mechanical data

| Size A4 | | Height | Width |
|--------------------------------|--|--------|-------|
| Double page spread (dps) bleed | | 303mm | 426mm |
| Full page | Trim size | 297mm | 210mm |
| | Type area | 271mm | 192mm |
| | Bleed | 303mm | 216mm |
| Half page landscape | Trim size | 148mm | 210mm |
| | Type area | 132mm | 192mm |
| | Bleed (Bleed bottom edge not top) | 151mm | 216mm |
| Half page vertical | Trim size | 297mm | 105mm |
| | Type area | 271mm | 93mm |
| | Bleed (Bleed right hand edge not left) | 303mm | 108mm |
| Quarter page vertical | | 132mm | 93mm |

Classified rates per issue

| INSERTIONS | 1 | 4 | 13+ |
|---------------------------------------|--------|--------|-------|
| Quarter page | £450 | £350 | £250 |
| Eighth page | £250 | £200 | £150 |
| 62mm x 62mm | £150 | £110 | £75 |
| Charity Directory (93.5mm x 30.5mm) | n/a | n/a | £25 |
| Road Race Directory (93.5mm x 30.5mm) | n/a | n/a | £25 |
| Business Directory (30mm x 30mm) | £12pcm | £10pcm | £8pcm |
| Web Directory (62mm x 11.5mm) | n/a | n/a | £4 |

Production charges: Typesetting of adverts – minimum £50

Re-launched in January 2011, athleticsweekly.com has been a huge success, more than tripling previous traffic figures, and is continuing on a rapid upward progression.

athleticsweekly.com currently have over 500,000 page impressions a month and over 50,000 unique visitors.

athleticsweekly.com is the UK's leading website dedicated to track & field, cross country and road running, providing news and information to athletes, fans and industry insiders on a daily basis. We are the central online hub for anyone

connected to this No.1 Olympic sport.

The magazine's audience is largely UK-based but with significant international event coverage, the website also has a strong and growing global audience. AW's rapidly expanding following on social networking sites underlines our strong connection to the younger audience.



www.athleticsweekly.com

| | |
|---|--|
| Leaderboard | £15cpm (728px x 90px) |
| Bottom banner | £9cpm (468px x 60px) |
| MPU | £15cpm (300px x 250px) |
| Wallpaper | £1000 per month |
| E-zine | £990 (170px x 300px, side block advert)* |
| Solus email blast | £100cpm |
| Branded days/weeks and sponsorship – contact the sales team | |
| Formats accepted: Images (JPG, GIF, PNG). Flash (SWF with link embedded). Flash expandable/pushdown. DoubleClick tag (code snippet required). Third-party (code snippet required). *E-zine: JPG/GIF only. | |

Terms of acceptance: All advertising material is subject to approval by the publisher and agreement by the advertiser to indemnify and protect the publisher from loss or expense on claims or suits based upon the contents or subject matter of the advertisement. This includes any suits for libel, copyright, plagiarism, infringement and unauthorised use of a person's name or photograph. The publisher is not responsible for any errors in any copy supplied or for any loss or damage to such material.

independent publisher awards
highly commended



AW is available online, on iPad, and iPhone and Android phones