# VELO VISION: the consumer magazine with a difference...

Velo Vision covers bikes as transport, specialised cycle design and the latest cycle technology worldwide.

Now in its sixth year of publication, Velo Vision is sold internationally, mainly by direct subscription.

- A positive, inspiring read and high production values.
   Most readers keep their Velo Visions other mags get binned!
- Around 2400 copies sold in 40+ countries and growing fast.
   Unique international reach:

60% UK 20% Europe 20% North America/Far East Estimated readership: 5000+

- A passionate, committed readership affluent and dedicated enough to pay our high cover price. See demographic data overleaf.
- All print ads get a web advert FREE on our busy and active website, www.velovision.com!
- Our rates are extremely reasonable. Design service if required. Friendly no-hassle approach!

## RATES

Back cover	£700
Inside back cover	£500
Full Page	£400
Half Page	£230
Quarter Page	£130
Eighth Page	£70
Inserts	Please enquire
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### FREE BANNER ADS

All print advertisements entitle you to a 468 x 60 pixel banner display (max file size 35k please) on www.velovision.com

### SERIES BOOKINGS

10% off for two, 20% off for four.

#### **DEADLINES**

Issue	Copy Deadline	Published
VV 25	Mid Feb 07	Early Mar
VV 26	Mid May 07	Early June
VV 27	Mid Aug 07	Early Sept
VV 28	Mid Nov 07	Early Dec

## To advertise with VELO VISION magazine

contact:

Peter Eland Editor/Publisher

peter@velovision.com

Tel/Fax 01904 438 224

From outside the UK: +44 1904 438 224



## **Demographics**

- Average bikes per reader: 4.7
  Average total replacement value: £3400.
- Average age is just over 40. The spread is relatively even between 30 and 60, and 13% of readers are over 60.
- 'Professional' 'Managerial' and 'Technical/IT' together made up almost 70% of 'occupation' replies. 16% are retired.
- 70% have income over £20,000, with over a quarter earning over £35000 per year. 83% are homeowners.
- 40% own a recumbent, 57% have a folder, 31% have a trailer, 22% a tandem, and 11% a load-carrying machine. 56% have a town bike, 47% an MTB, and 34% a racing bike.

[Survey results December 2002]



## DATA FORMATS

We prefer ads to be supplied as (in rough order of preference):

- ◆ PDF file all fonts embedded, all graphics at least 300dpi. Colour graphics MUST be CMYK colour. Use PDF X1-a/2001 spec if possible.
- ◆ EPS file including all fonts etc and with a preview. All graphics MUST be CMYK 300dpi.
- Indesign (we use CS2) or Quark Xpress (v.3 or 4) for Mac, with all fonts and images.
- ◆ TIFF image files at a resolution of at least 300 dpi. Please note that because text is 'part of the image', it will be slightly less sharp than any of the above methods.
- ◆ JPEG image files also at 300 dpi. Because JPEG is lossy, TIFF is preferable. However, if you must use JPEG format to reduce file size, please use a high quality/low compression' setting. Be aware that as with TIFFs (and perhaps slightly more so) text may be less than perfectly sharp.

Rather than use the TIFF or JPEG formats why not let us build an advert from your words and pictures? You'll appreciate the difference. Minor design jobs are usually free of charge, and our rates are very reasonable for more involved layout work: please enquire.

Copy can be sent by e-mail up to about 10 Meg file size – if bigger, please get in touch first. Larger files are no problem by FTP, or send the ad on CD. Please call if you'd like to use a different format or have any queries.

### **FULL CONTACT DETAILS**

Peter Eland, Editor and Publisher Velo Vision, York Environment Centre, Bull Lane, York YO10 3EN, UK Tel/Fax 01904 438 224 E-mail peter@velovision.com

## **Details**

All advertisements will be placed in the advertising section towards the back of the magazine. No advertisements are available smaller than a eighth page. If you have a particular location preference, please enquire. All rates exclude VAT at 17.5%, which is payable by UK customers, and all EU customers without a VAT number.

We'll send an invoice with a copy of the magazine when it appears, and you should pay within 30 days. We accept UK cheques, most credit cards, or bank transfer etc. See right for technical details.

## Sizes

**Please note:** Velo Vision is not an A4 publication. It is not as tall, but it is wider. If you supply an A4 advert, we can usually scale it to fit the vertical dimension, but it won't fully use the width available. For ads which bleed off the page, please allow 3 mm extra on each external edge, and our printers also request that no text or important images come within 5 mm of the page edge. All adverts are full colour.

Full page:	210 wide x 260 mm tall
Full page bleed:	230 wide x 280 mm tall (plus 3 mm bleed)
Half page vertical:	100 wide x 260 mm tall
Half page vertical bleed:	110 wide x 280 mm tall (plus 3 mm bleed)
Half page horizontal:	210 wide x 127 mm tall
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	230 wide x 137 mm tall (plus 3 mm bleed)
Quarter Page vertical:	100 wide x 127 mm tall
Quarter Page horizontal:	210 wide x 62 mm tall
Eighth Page:	100 wide x 62 mm tall