



BADMINTON MAGAZINE



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BADMINTON
ENGLAND



BADMINTON

MAGAZINE

DOUBLES
COACHING TIPS
BY GEORGE WOOD

SCORING DEBATE
- A RESULT

**EUROPEAN
CHAMPIONSHIPS &
COMMONWEALTH
GAMES REVIEWS**

Play it. Love it. Live it.

BADMINTON MAGAZINE



Badminton Magazine is the Official Magazine of BADMINTON England and is distributed quarterly to a total circulation of over 40,000, including all BADMINTON England members.

iSPORTmedia™ are responsible for the total management of **Badminton Magazine**, including but not limited to; editorial, selling advertising space, design and production, printing and distribution.

Badminton Magazine covers all aspects of one of the world's most exciting sports, appealing to a diverse and dynamic audience of enthusiasts and players of all standards from recreational and club players to professionals.

Badminton Magazine content is presented in a modern, pictorial-led format, comprising tournament previews and reviews, rankings, player profiles, competitions, equipment/buyer guides and reader services/offers, and is complemented by regular BADMINTON England features, including Chief Executive's column, post bag, national rankings, junior section, county round-up and coaching instruction, hints and tips.

Advertising Rates:

	Per Issue	Four Consecutive Issues
Back Cover	£3,000	£6,000 (£1,500 per issue)
Inside Front Cover	£2,250	£4,500 (£1,125 per issue)
Inside Back Cover	£2,250	£4,500 (£1,125 per issue)
Double Page Spread	£3,000	£6,000 (£1,500 per issue)
Full Page	£2,000	£4,000 (£1,000 per issue)

All prices are exclusive of VAT and valid up to 1st November 2008.

Positions will be allocated on a strict first-come-first-served basis and companies supporting the publication will have their brand logo on all supporting promotional and marketing materials.

All advertising must be paid in full by the publication date of each issue and in order to ensure parity for all advertisers, there shall be strictly no discount. Publication and copy dates for each issue are available upon request.

Sizes:

Full page advertisement: 190mm x 277mm
Full bleed advertisement will need a 5mm bleed area
Trim size: A4 – 210mm x 297mm

Artwork:

Line work: To be scanned at 1200 dpi.

Electronic:

Artwork should be supplied as a PDF or EPS with all fonts embedded. Image files can be sent by email as high-quality (low compression) jpegs. Both EPS and Quark files must be sent with appropriate (Mac) fonts (unless an EPS has embedded fonts). Image files should be scanned in at 300dpi, line art at 600dpi.

PDFs should be optimised to 600dpi, with all fonts embedded, and images at above resolutions.

iSPORTmedia™ will not accept responsibility for the production of a colour advert if a colour proof is not supplied.

All editorial and advertising enquiries should be forwarded to:
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