

CYCLE SPORT



Launched in 1993, *Cycle Sport* is well established as the leading magazine for fans of professional road racing

Comprehensive coverage of the world's leading pro events, like the Tour de France, coupled with a unique ability to get the inside story, big interviews and stunning action photography, ensures that *Cycle Sport* is the most comprehensive magazine in its field.

Our three special issues throughout the year (season preview, Tour de France guide and annual review) are firmly established as benchmark publications which showcase *Cycle Sport's* peerless photography and reporting.

From the heyday of Miguel Indurain in the Tour de France and Sean Kelly in the Classics, to the rise of modern superstars like Lance Armstrong and Jan Ullrich, *Cycle Sport* has been there to record the epic events of our sport. We are constantly looking at ways of updating the magazine and adding sections to reflect the evolution of both the sport and the tastes of our readers. We have also launched www.cyclesport.co.uk to give readers added online content.

Rather than concentrating solely on race reportage, the newly revised format brings you news, features and interviews from behind the most famous names in the peloton, both past and present. We're not afraid to comment on the stories that matter in the sport, from doping scandals to the introduction of the controversial UCI Pro Tour in 2005.

Cycle Sport has developed into the voice of modern professional cycling, and judging by the response from our readers, they appreciate our in-depth, behind-the-scenes editorial style.

Robert Garbutt, Editor



READER PROFILE

Cycle Sport readers are passionate fans of professional bike racing. They are mature, affluent, proven spenders and tend to be active cyclists at club level.

- 97% male
- Average reader age is 36
- Average household income £32,000
- 59% ABC1
- 91% ride for fitness / leisure with 75% riding competitively
- On average, they spend 3.8 hours reading every issue of *CS*
- 83% spectate at cycling events
- 54% belong to a cycling club or organisation
- 47% own three or more bikes
- 83% do their own bike maintenance
- Average replacement value of their current bike is £1,382
- They ride on average 3.8 times per week

- READER PURCHASING HABITS / INTENTIONS**
During the last 12 months...
- 41% of readers bought a new bike
 - The average reader spent £148 on cycle clothing, £273 on cycle components and £112 on bike maintenance.
- Over the next 12 months...
- 43% intend to buy a new bike and expect to pay on average £1,420
 - The average reader intends to spend £125 on cycle clothing and £274 on cycle components

*Source in Magazine Survey Mar 2000. Conducted by Linda Jones & Partners

ADVERTISING RATES

FULL COLOUR	FREQUENCY		
	1	6	12
DPS	2000	1800	1700
PAGE	1050	975	900
1/2 PAGE	575	525	475
1/4 PAGE	325	300	275
1/8 PAGE	200	175	150
S.C.C	25	22.5	20
MIN 3 X 1	75	67.5	60

prices quote are in pounds (£) sterling

SPECIAL POSITIONS: 10% EXTRA
COVER POSITIONS: 20% EXTRA
BLEED: 10% EXTRA
RATES ARE APPLICABLE TO BOTH CLASSIFIED AND DISPLAY POSITIONS. (MINIMUM DISPLAY SIZE IS 1/4 PAGE). ALL PRICES EXCLUDE VAT AND ARE EFFECTIVE FROM JAN 2004.

INSERTS: RATES AVAILABLE FROM INNOVATOR ON 020 7261 7710

Tel: 020 8726 8484
Fax: 020 8726 8294
ISDN: 020 8726 0587
E-MAIL:
cyclingads@ipcmedia.com

ABC 21,447
Audit Bureau of Circulation, Jan-Dec 2004

contacts

name **Ian James** email ian_james@ipcmedia.com telephone **020 8726 8409**

PRODUCTION SPECIFICATIONS

mbr



Cycling
WEEKLY

DOUBLE PAGE SPREAD

Bleed	281mm x 426mm	295mm x 426mm	286mm x 406mm
Trim	275mm x 420mm	289mm x 420mm	280mm x 400mm
Type Area	253mm x 390mm	267mm x 400mm	254mm x 380mm

JUNIOR SPREAD

Bleed	140mm x 426mm	148mm x 426mm	143mm x 406mm
Trim	134mm x 420mm	145mm x 420mm	140mm x 400mm
Type Area	124mm x 390mm	130mm x 390mm	125mm x 380mm

PAGE

Bleed	281mm x 216mm	295mm x 216mm	286mm x 206mm
Trim	275mm x 210mm	289mm x 210mm	280mm x 200mm
Type Area	253mm x 180mm	267mm x 185mm	254mm x 179mm

HALF PAGE HORIZONTAL

Bleed	140mm x 216mm	148mm x 216mm	143mm x 206mm
Trim	134mm x 210mm	145mm x 210mm	140mm x 200mm
Type Area	124mm x 180mm	130mm x 185mm	125mm x 179mm

HALF PAGE VERTICAL

Bleed	281mm x 108mm	295mm x 108mm	286mm x 103mm
Trim	275mm x 102mm	289mm x 105mm	280mm x 100mm
Type Area	253mm x 87mm	267mm x 92mm	254mm x 87mm

QUARTER PAGE (TYPE AREA ONLY)

Portrait	124mm x 87mm	130mm x 92mm	125mm x 87mm
Horizontal	60mm x 180mm	62mm x 185mm	60mm x 179mm
Vertical	253mm x 41mm	267mm x 44mm	254mm x 41mm

EIGHTH PAGE* (TYPE AREA ONLY)

Portrait	60mm x 87mm	62mm x 92mm	60mm x 87mm
Horizontal	25mm x 180mm	30mm x 185mm	28mm x 179mm
Vertical	124mm x 41mm	130mm x 44mm	125mm x 41mm

* Classified only

Please note: Adverts smaller than an eighth page vary in terms of their width - one column (41mm in *Cycling Weekly*, 44mm in *Cycle Sport* and 41mm in **mbr**) or two column (87mm in *Cycling Weekly*, 92mm in *Cycle Sport* and 87mm in **mbr**) and depth - 30mm, 40mm, 50mm or 60mm.

Media required:

Hi-res PDF, InDesign (indd),
Quark X-Press 4.1 (qxd),
Photoshop (psd), Illustrator (ai)
Image formats: jpeg, tiff, eps

CMYK converted, 300 dpi

Preferred disc:

Zip / CD Rom / DVD Rom -
laser output with all documents

Mountain Bike Rider & Cycle

Sport are perfect bound, so allowance of 6mm across gutter is required for these publications.

For information regarding production specifications please contact:

ADVERTISEMENT

PRODUCTION MANAGER

Robert Budd
(robert_budd@ipcmedia.com)
020 8726 8418

ASSISTANT ADVERTISEMENT

PRODUCTION MANAGER

Andy Perry
(andy_perry@ipcmedia.com)
020 8726 8421

CLASSIFIED ADVERTISEMENT

PRODUCTION EXECUTIVE

Nizam Ali
(nizam_ali@ipcmedia.com)
020 8726 8420

ISDN: 020 8726 0587

PRODUCTION FAX:

020 8726 8294

TERMS & CONDITIONS

1. DEFINITIONS IN THESE CONDITIONS

1.1 "The Advertiser" means the person placing with the Publisher the order for the insertion of the advertisement, which expression shall include any advertising agency involved in placing the Advertisement; 1.2 "The Publisher" means the Publisher of the periodical (including any supplement which is published, whether regularly or occasionally, as part of, or in association with the periodical) in or with which advertisement is set to appear or has appeared; 1.3 "The Rate Card" means the Publishers Rate Card, in effect for the time being and may include, among other matters, its scale of advertisement rates, technical specifications, copy and cancellation deadlines, setting styles and standard conditions; 1.4 "an Advertisement" means matters to be printed on the page or separately inserted.

2. WARRANTIES

The Advertiser warrants that: 2.1 In relation to an Advertisement the Advertiser contracts with the Publisher as a principal notwithstanding that the advertiser may be acting directly or indirectly for another party as an advertising agent or media buyer or in some other representative capacity; 2.2 The reproduction and / or publication of the advertisement by the Publisher as originally submitted or as an amendment pursuant to condition 4, will not breach any contract or infringe any copyright, trademark, or any other person or proprietor or right of any person to render the publisher liable to any proceedings whatsoever; 2.3 Any information supplied in connection with the advertisement is accurate, complete and true; 2.4 In respect of any advertisement submitted for publication which contains the name or pictorial representation (photographic or otherwise) of any living person and / or any copy by which living person can be identified the advertiser has obtained the authority of such living person to make sure use of such name, representation and / or copy as made in said Advertisement; 2.5 In relation any investment advertisement, the Advertiser is, or its contents have been approved by, an authorised person within the meaning of the Financial Services Act 1986 or the Advertisement is otherwise permitted under the act; 2.6 The Advertisement

complies with the requirements of all relevant legislation (including subordinate legislation, rules of statutorily recognised regulatory authorities and the law of the European Economic Community) for the time being in force or applicable in the United Kingdom; 2.7 All advertising copy submitted to the publisher is legal, decent, honest and truthful and complies with the British Code of advertising Practice and all other relevant codes under the general supervision of the Advertising Standards Authority; 2.8 Where the advertiser is an advertising agency it is authorised by its client to place the advertisement with the Publisher and where orders are placed by an advertising agent, these are accepted only on the condition that a full disclosure has been made to the Publisher as to the identity of the client on whose behalf the space has been booked.

3. INDEMNITY

The advertiser will indemnify the Publisher against: 3.1 any costs, damages, or other charges falling upon the Publisher as a result of any claim against the Publisher arising from the publication of an advertisement in accordance with clause 2.4 above; 3.2 Any claim made by any client of an advertiser who is an advertising agency arising from the publication of an Advertisement placed by such advertising agency; 3.3 All claims, costs, proceedings, demands, losses, damages, expenses or liability whatsoever arising directly or reasonably foreseeable as a result of any breach or non-performance of any of the representations, warranties or other terms contained in these conditions or implied by law.

4. PUBLISHER'S RIGHTS

4.1 The Publisher may, without derogation from the warranties contained in conditions 2, refuse or require to be amended any artwork, materials and copy for or relating to an Advertisement so as: 4.1.1 To comply with the legal and moral obligations placed on the Publisher or the Advertiser; 4.1.2 To avoid infringing a third party's rights, the British Code of Advertising Practice and all other codes under the general supervision of the Advertising Standards Authority or the production and quality specification stipulated or referred to in the rate card; 4.2 The Publisher has the right, at its discretion

to decline to publish, or to omit, suspend or change the position of, any Advertisement otherwise accepted for insertion. However the Publisher will use reasonable efforts to comply with the wishes of the Advertiser although it does not warrant the date of insertion, the wording or the quality of the colour or the mono reproduction of the Advertisement; 4.3 The Publisher has the right to change its scale of advertisement rate at any time; 4.4 If the Publisher considers it necessary to modify the space or alter the date or position of any Advertisement or insert or to make any other alterations requested are unacceptable unless such changes are due to an emergency or circumstances beyond the Publishers control. Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third party, sub-contractors or inaccurate copy instructions; 4.5 The Publisher reserves the right to refuse or stop orders, cancellations or transfers, unless they are received in writing not less than 10 weeks prior to copy date for black and white advertisements and 12 weeks for colour. Inserts may not be stopped, cancelled or transferred later than 10 weeks prior to copy date.

5. PAYMENT

5.1 Credit accounts must be settled in accordance with the terms shown on the invoice, which are strictly net ("the Payment date"). If payment is not received by the payment date, the Publisher reserves the right to make a surcharge at the rate of 3% per month for the period outstanding. Further and in addition, should any monies become outstanding ("the balance") than all invoices raised whether at the Payment Date or subsequently by the Publisher in respect of all accounts held by the advertiser ("the entire sums") shall immediately become due and payable to the Publisher without formal demand. Any indulgence or delay on the part of the Publisher to claim payment of the balance of the Entire Sums shall not be construed as a waiver on the part of the Publisher. The Publisher reserves the right to impose a surcharge at the rate of 3% per month on the Entire Sums commencing with the payment date. 5.2 Advertisement rates are subject to revision at any time and orders are accepted on the condition that the next issue to go to press and in the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue

to order at the revised rate. 5.3 If the advertiser cancels the balance of a contract except in the circumstances stated in conditions 4.4 and 5.2 all unearned volume discount will be surcharged and immediately payable. The Publisher reserves the rate to surcharge in the event of a series of insertions not being completed within the contractual period; 5.4 Advertising agencies not recognised by the Publisher and Advertisers placing business direct and who do not have a trading history with the Publisher must ensure that the account is pre-paid two weeks prior to the final copy date for each advertisement; 5.5 The Publisher will be prepared to provide account facilities to an Advertising agency not recognised by the Publisher or direct advertiser once he has pre-paid and demonstrated a good payment record. Any credit will only be granted after obtaining a satisfactory credit reference agency clearance; 5.6 Where the advertisers have undertaken to supply inserts which have been accepted and approved by the Publisher the Publisher reserves the right to charge the full rate agreed for insertion if they fail to arrive at the agreed time, place or in a suitable condition for insertion; 5.7 Advertising agencies recognised by the Publisher will be allowed by the Publisher up to 15% commission on quoted rates as appropriate, provided payment is made by the due date and all other requirements are strictly complied with; 5.8 Charges will be made to the Advertiser or his agent where the printers are invoiced for extra production work. These charges will be at the current scale agreed between the Publisher and his process house; 5.9 The publisher reserves the right to impose a 1% surcharge on all mail order advertising and to request completion of the Advertisers undertaking; 5.10 The Publisher will not accept the lack of an order number as a valid reason for non-payment.

6. LIMITATION OF LIABILITY

6.1 It is the responsibility of the Advertiser to check the correctness of the Advertisement (and of each insertion of the Advertisement if more than one) without prejudice to Condition 2.8 The Publisher assumes no responsibility for the repetition of an error in an Advertisement ordered for more than one insertion unless notified immediately the error is brought to the attention of the Advertiser. 6.2 Any other matter of complaint, claim or query whether in relation

to the Advertisement or the invoice must be raised by the Purchaser in writing within 7 days following (as the case may be) insertion of the Advertisement or on the date which it is claimed the Advertisement should have appeared or of the receipt by the Advertiser of the invoice giving rise to it. Any such complaint, claim or query shall not affect the liability of the Advertiser for payment by the due time of the Publisher's charges for that and all other advertisements, and the Publisher's liability is limited to a maximum at its option of giving credit for its charge for the Advertisement or (in an appropriate instant) of publishing the Advertisement for a second time without charge. 6.3 There is no obligation on the Publisher to supply voucher copies or tear sheets and their absence shall not affect the Advertiser's liability for the agreed charge; 6.4 While all reasonable endeavours will be made as soon as possible after receipt by the Publisher of any replies to forward to the Advertiser or as it may be direct to Box numbers those replies the Publisher accepts no responsibility in respect of any loss or damage alleged to have arisen through delay in forwarding or omitting to forward such replies; 6.5 The Publisher will not be liable for any loss of copy, artwork, photographs or other materials, which the Advertiser warrants, that it has retained in sufficient quality and quantity for whatever purpose; 6.6 Should the Publisher omit or suspend and advertisement on the grounds that the Advertiser has failed to disclose the identity of his client and the products/services on offer, no claim on the part of the Advertiser for damages or breach of contract will arise.

7. GENERAL

7.1 The placing of an advertisement shall amount to an acceptance of these conditions and any conditions stipulated on an order form or elsewhere by the Advertiser shall be void in so far as they are inconsistent with these conditions; 7.2 It is the responsibility of the Advertiser to issue at the time of the booking, confirmation of all space or insert bookings by issuing an order which clearly states the order number, publication, insertion date, size/description, rate, agency commission, address, telephone number and fax number and agency/Advertiser contact name; 7.3 No waiver or indulgence by the Publisher shall be effective save in relation to the matter in which it is specifically given; 7.4

These conditions shall apply to each contract for the insertion of an Advertisement together with such additional conditions (if any) as may be set out in the Rate Card and in the event of any variations of inconsistency between these conditions and the conditions set out in the rate card, the latter shall prevail; 7.5 If it is intended to include in an Advertisement a competition or a special offer of merchandise, other than that normally associated with the advertised product, full details must be submitted at the time of booking; 7.6 Copy matter provided for journals printed by litho and photogravure must conform to the Publishers requirements and any additional work involved may be charged for; 7.7 For copy supplied as type mechanical or transparencies the Publisher will provide two proofs if it is practicable to do so provided it is received by the stipulated copy date. Any extra proofs will be charged for if film is supplied by the Advertiser no proofs are required; 7.8 The Publisher may, where necessary stipulate special charges and conditions for split runs or other special requirements; 7.9 Where the Publisher provides a reader enquiry service for the benefit of its readers, it shall not be contractually bound to pass such enquiries to the Advertiser.

8. SEVERANCE

8.1 If any provision of the Conditions of Acceptance of Advertisements is declared by any judicial or other competent authority to be voidable illegal and otherwise unenforceable the Publisher has the right to amend that provision, in such reasonable manner as to achieve the intention of the parties without the legality or at the discretion of the Publisher, it may be severed from the Agreement between the Publisher and the Advertiser and in any event the remaining provisions of this agreement shall remain in force and in effect, unless the Publisher at the Publisher's discretion decides that the effect of such declaration will defeat the original intention of the parties which event the Publisher shall be entitled to terminate the agreement between the Publisher and the Advertiser by 10 days notice to the Advertiser.

9. JURISDICTION

9.1 The contract which incorporates these conditions shall be construed under and governed by the law of England and the Parties submit to the exclusive jurisdiction of the English Courts.