

# IMAGINE

UK & EUROPE'S NO.1 ANIMATION MAGAZINE

The magazine for animation professionals

Imagine, the UK & Europe's only magazine dedicated to animation, post production, digital, gaming & convergent media



Published bi-monthly, Imagine is distributed via retail sale, subscription and controlled circulation to key animation professionals.

Circulated to a database of over 7,500 animation industry professionals with a readership of over 16,500.

Offers comprehensive coverage of industry news and emerging technology plus in-depth features, interviews and profiles.

Imagine magazine benefits from bonus distributions at most of the UK and Europe's leading animation conferences and festivals; including Animex, Encounters, Imagina, FMX and Anney.

Read by ad agency producers and broadcast commissioners, animation company executives, sound studios, games developers, technicians, developers, students, graduates and everyone in between.

www.imagineanimation.net was launched in June 2007. This hugely popular networking site has recently received uk film council funding and is set for phenomenal growth in 2008. Forums, blogs, news, industry networking, recruitment, show & tell, webinars, weekly newsletter and an ever expanding, dynamic range of content.

# CREATIVE ADVERTISING

How unusual!



**Be creative** - Whatever your objectives, we can help you reach your target audience with a range of effective, creative ideas.

## + FALSE FRONT COVER

This secures you the four prime positions within the magazine - be prepared for a huge response: front cover / inside front cover / inside back cover / back cover.

## + BARN-DOORS

The front cover opens from the middle out to reveal a DPS (like a barn door). A sure-fire way to get your products noticed.

## + SUPPLEMENTS

We can create a sales magazine for your organisation circulated to our entire readership - extra copies are available for corporate use at events or in sales meetings. A highly cost effective option.

## + TIP-ON

We can attach any promotinal material either to our front cover or directly to your advert. Guaranteed to create a great response.

## + RECRUITMENT

Recruitment package please call for further details of our tailored solution.

# RATE CARD

How much?

	1 Issue	3 Issues	6 Issues
Cover site	£1,950	£1,750	£1,550
DPS	£1,900	£1,650	£1,450
Full page	£1,150	£1,000	£875
Half page	£750	£675	£550
Quarter page	£550	£475	£425
Full page advertorial	£1,750	£1,550	£1,250
Recruitment package To incorporate magazine/online/email	separate rate card		
Sponsored front cover	price on application		

Guaranteed position: +10%  
All prices subject to VAT

## CONTACT DETAILS

For booking contact:

+ Catherine Harris

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# IMAGINE MAGAZINE DEADLINES

Issue	Advertorial Copy	Ad Copy	Published
Mar/Apr	30th Jan	5th Feb	25th Feb
May/June	28th March	4th April	25th April
July/Aug	29th May	5th June	25th June
Sep/Oct	29th July	5th Aug	25th Aug
Nov/Dec	29th Sep	6th Oct	25th Oct
Jan/Feb	1st Dec	5th Dec	25th Dec

# ARTWORK SPECIFICATIONS

Issue	Without Bleed	With Bleed
DPS	448 x 290mm	460 x 286mm
Full page	224 x 280mm	230 x 286mm
Half page vertical	100 x 256mm	N/A
Half page horizontal	206 x 126mm	N/A
Quarter page	100 x 126mm	N/A

## FILE FORMATS

### Applications & file formats supported

- + Adobe Indesign CS2 or below (please include all images and fonts).
- + Illustrator 10 or below (please include all images and fonts).
- + Photoshop CS or below (If layered please supply fonts).

### Standard file formats supported

- + Tiff, JPEG, EPS, PDF.

### Colour

- + All files and images must be converted to CMYK otherwise colours may change when printed.

### Resolution

- + Minimum 300dpi at actual size.

## SUPPLYING ARTWORK

Artwork can be either put on CD/DVD, high-res output prints or negatives can be scanned. Please send to the address at the end of this document.

### Or upload on to our FTP server:

Web address: [ftp.wildfirecomms.co.uk](ftp:wildfirecomms.co.uk)  
Username: ftp.user  
Password: tegh56779



# FORWARD FEATURES LIST FOR 2008

Issue	Features	Bonus Distribution
Jan/Feb	Situation Issue	Animex / Imagina
Mar/Apr	Money Issue	
May/June	Dark and Sexy Issue	FMX, Annecy
July/Aug	Soft and hardware Issue	
Sep/Oct	Music, art and sound Issue	Encounters
Nov/Dec	Student Issue	Bradford/SAND



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