

THE BRAND



The  
UK's only  
dedicated  
home cinema  
magazine &  
website



## MEDIA PACK

MEDIA INFORMATION & SPECIFICATIONS



■ **Since 1995**  
**Home Cinema**  
**Choice has been**  
**the must-buy**  
**magazine for**  
**AV enthusiasts**



■ Published thirteen times a year, each issue provides in-depth, detailed reviews of the hardware products on everyone's shortlist – from hi-def/4K televisions and projectors to AV receivers, processors, speakers, Blu-ray players, subwoofers, PVRs, soundbars, media servers, headphones and more



■ **Our readers**  
**have an insatiable**  
**appetite for new kit**  
**– and we feed it!**





## OUR READERS

- Are investing in dedicated home cinema systems
- Are always looking to improve their systems through additional accessories and tweaks
- Are early adopters – from 4K to Dolby Atmos – and opinion formers in their social circles
- Make regular upgrades to their setup



■ **Print circulation: 11,000**

■ **13 issues a year**

■ **Cover price: £4.99**

■ **Stockists: WHSmith, Tesco, Sainsbury's and independents**



## IN-DEPTH REVIEWS



■ Our team is made up of the UK's most experienced AV journalists, and their informed reviews are trusted by our readers when they're making buying decisions. And our readers are influencers, too, advising friends and family about new technology



■ ***Our coveted badges show which products are best-in-class***



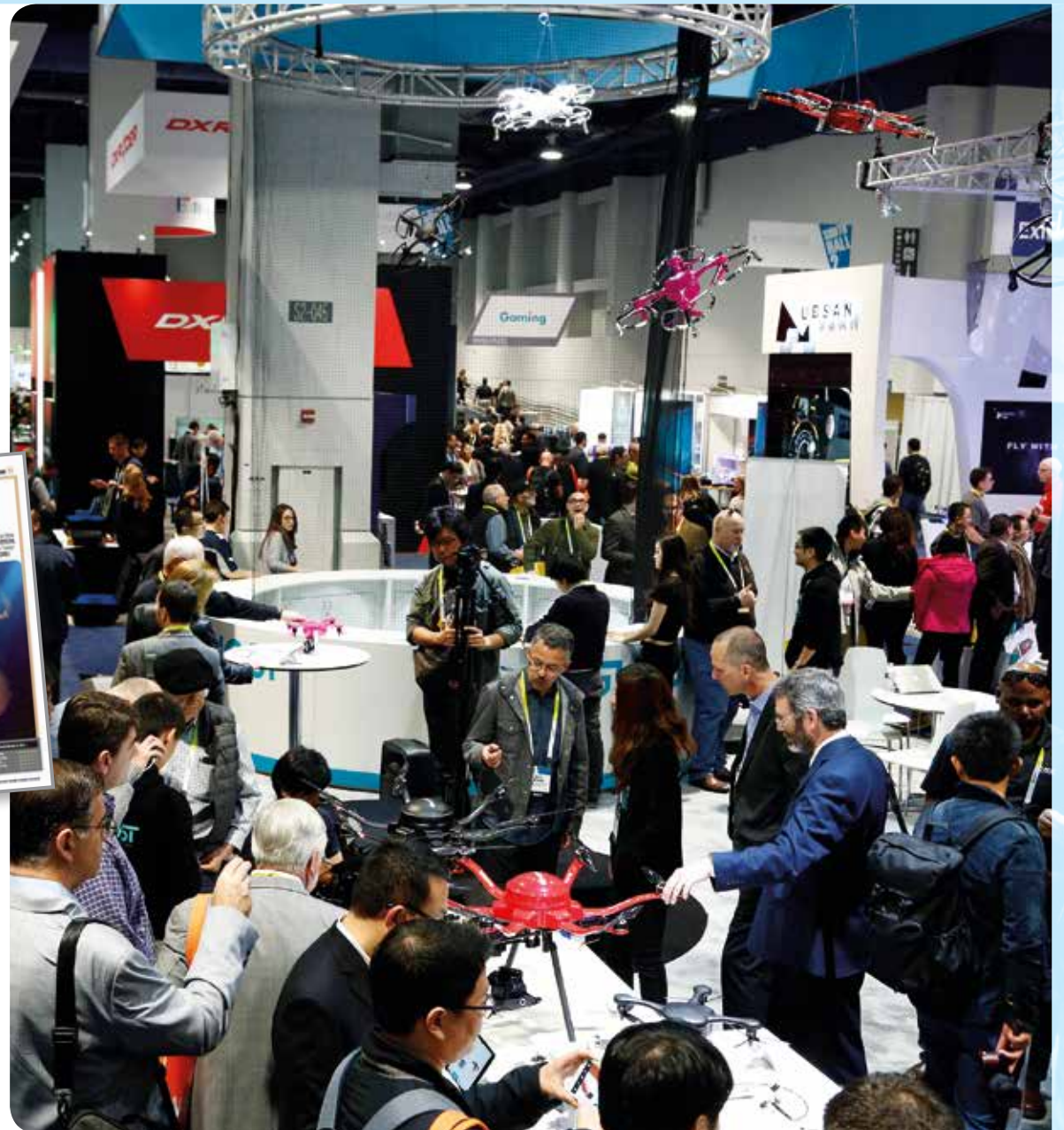


## FEATURES, SOFTWARE, NEWS...

■ *Home Cinema Choice* is more than just about hardware reviews. Each issue our Blu-ray, DVD and games sections help readers build their collections, while our technology features, custom install showcases and news pages keep them up-to-date with trends and ideas



■ ***From Hollywood to Tokyo, we give our readers behind-the-scenes access to the biggest tech stories***



## EVENT ISSUES



- Our annual awards and EISA showcase issues highlight the very best hardware of the last 12 months
- The Movie Awards is a one-stop shop for Blu-ray fans adding to their collection
- Our CEDIA UK awards special brings custom installers to a wide audience



- **CES, IFA, ISE – each year we cover the key consumer electronics shows**





- **www.homecinemachoice.com** provides daily content targeted at home cinema enthusiasts in the UK and abroad
- Since its re-launch in 2012, site readership is steadily growing
- Monthly page views: 120,000
- Monthly unique users: 52,000
- Multiple advertising opportunities



## RATE CARD



Display	Rates per insertion (+ VAT)			
	1 issue	4 issues	6 issues	13 issues
DPS	£1,600	£1,400	£1,200	£1,000
Full Page	£900	£800	£700	£600
Half Page	£495	£450	£400	£350
1/4 Page	£275	£225	£175	£125
1/8 Page	£155	£130	£105	£80
IFC	£1,250	£1,150	£1,050	£950
IBC	£1,250	£1,150	£1,050	£950
OBC	£1,500	£1,400	£1,300	£1,200
1st RH Page	£1,100	£1,000	£900	£800
1st DPS	£1,800	£1,600	£1,400	£1,200
Advertorial	Rates per insertion (+ VAT)			
DPS	£3,000	£2,800	£2,600	£2,300
Full Page	£1,750	£1,500	£1,300	£1,150

Online	Rates per month (+ VAT)
MPU	£400. 300px x 250px JPEG/GIF
Leaderboard	£500. 728px x 90px
Outer skin	£1,000. 1902px by 1024px (980px white space centred)

## SPECIFICATIONS

- Format: Full-colour magazine
- Average issue size: 124 pages
- Frequency: 13 issues per year
- Cover price: £4.99

DPS



Bleed: 306 x 450mm  
Trim: 300 x 444mm  
Type: 208 x 425mm

Single page



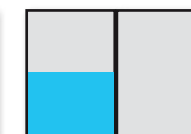
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Trim: 300 x 222mm  
Type: 280 x 203mm

1/2 page vertical



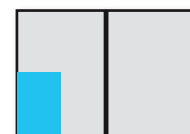
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Trim: 150 x 222mm

1/4 page vertical



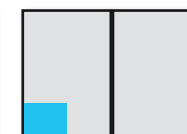
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Trim: 75 x 222mm

1/8 page



Trim: 75 x 111mm



## RATE CARD

### EXTRAS

- **PDFs:** £200 per page or Logo
- **Loose inserts:** £65 per 1,000 (dependent on weight/size)
- **Bagged inserts:** Rates on application
- **Reprints:** £POA (dependent on size of review)
- **Cancellation:** During a series, cancellation will result in a surcharge on all previous insertions, bringing the total cost of each advertisement to the appropriate rate. Any cancellation must be received in writing 28 days prior to print deadline
- **Guaranteed facing editorial:** 10% extra
- **Publication dates:** See publication schedules
- **Cancellation date:** 28 days prior to print deadline

### NOTES

- Please note that all prices quoted include full colour.
- VAT at 20% should be added to all prices as of 2011 (UK only).
- Advertising cancellations must be sent in writing 28 days prior to print deadline.
- PPA recognised media agencies receive a 10% commission from the quoted net cost.
- Inserts info: Quotes for inserts available on request.

#### Production information

- **FILES:** PDF, JPEGs, TIFFs, EPS (font included)  
Quark/InDesign docs (include hi-res graphics and fonts).
- **GRAPHICS:** Resolution 300dpi  
Type area: 280 x 203 mm  
Final trim area: 300 x 222 mm  
Bleed area: 306 x 228 mm

### ADVERTISING CONTACTS

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