

Sorted.

sortedmag.com

SEP/OCT 2019 £5.00

JURGEN
BEATS OUT
ANFIELD
TUNE

THE BOSS IS BACK
BLINDED BY
THE LIGHT

JB GILL
BOYBAND STAR SWAPS
BRIT AWARDS FOR
LIFE ON THE FARM

BRAND
MEETS
HIS
MENTORS

+
BEAR GRYLLS
THE KEY TO
EVERYTHING

**LAURENCE
FISHBURNE**

"I believe in a seen and
an unseen world."

MOTTY'S
PREMIERSHIP
PREDICTIONS



CULTURE | SPORT | CARS | FITNESS | TECH | HUMOUR | LIVES

Media Pack

Editor's Statement

Sorted has been voted the UK's most wholesome men's magazine.

Launched in 2007 *Sorted* reaches an affluent, influential audience of mostly male 18-34 year olds, who have a range of significant jobs and a philanthropic nature.

Each bi-monthly edition is packed full of celebrity interviews, entertainment, gadgets, music, movies, grooming, fashion, football and a whole lot more.

As one of the country's fastest growing new titles, *Sorted* is the home of some of the world's biggest celebrities. Icons such as



Bear Grylls, Will Smith, Sylvester Stallone and Jeff Bridges have graced our pages in recent issues.

Printed on improved cover and paper stock with a premium feel, *Sorted* provides an opportunity for brands to target a highly-engaged market via traditional and multi-media platforms, including a new and dynamic iPhone and iPad version.

Steve Legg



The ABC combined print and digital publication distribution for Aug-Dec 2013:

33,824

A member of the Audited Bureau of Circulations

Reader Profile



Due to COVID-19 we have had to make some temporary reductions to print runs as our usual monitored free distribution channels are no longer available. We look forward to increasing our circulation when things get back to a new normal.

Key Stats

5,000
Subscribers

8,000
Print Run

95% male

60% aged 18-34

34% living in London and the South East

71% working in managerial or professional role

86% married or living with partner

72% extremely likely to give to charity

Top three things *Sorted* readers like in the magazine

1. Bear Grylls
2. Gadgets
3. Sport

Top three holidays for a *Sorted* reader

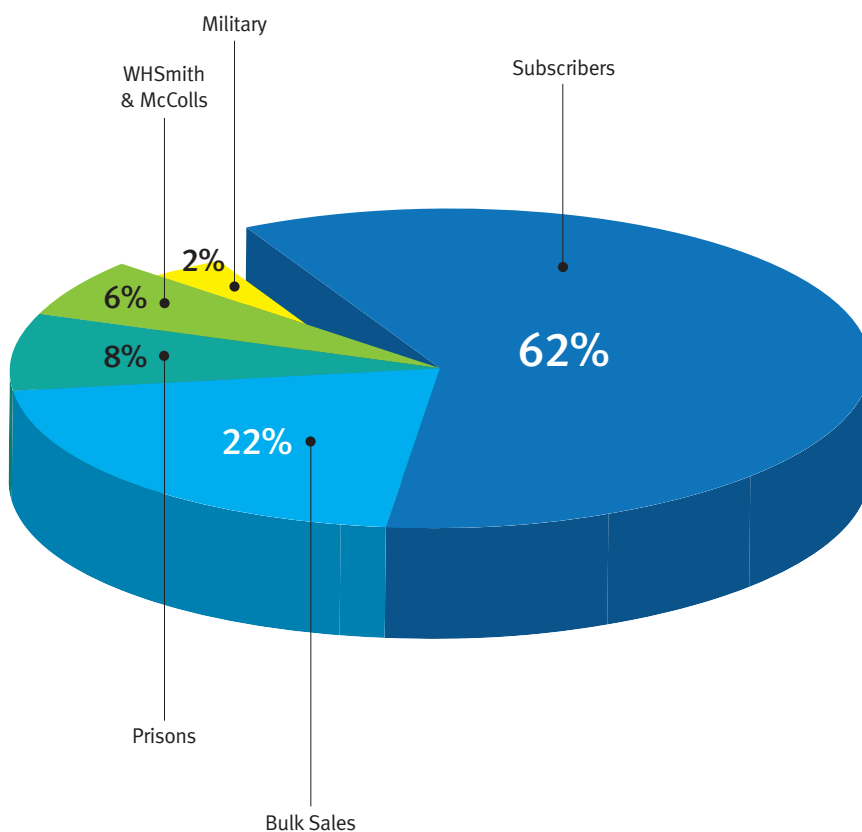
1. UK – 43%
2. Family – 37%
3. Package – 14%

Top five online purchases

1. Books
2. CD's
3. DVD's and Blu-Ray
4. Gadgets
5. Event Tickets

94% of *Sorted* readers regularly make online purchases.

Distribution Channels



Reader Survey

Source: Jan 2012
Sorted reader survey

£35,000
average earnings
per year

- 5.7% Under £10k
- 16.5% £10k-£20k
- 24.5% £20k-£30k
- 20.7% £30k-£40k
- 14.2% £40k-£50k
- 6.1% £50k-£60k
- 5.0% £60k-£70k
- 7.3% £70k+

DISTRIBUTION AREAS



OVER 34%

living in London
and the South East

95%

Male

86%

Married



60%

aged 18-34

- 60% 18-34
- 30% 35-50
- 7% 50+

72% extremely likely

to donate money to charity or a non-profit organisation in the next 12 months



£2,317

average annual
donation to charity

- 6.0% under £50
- 25.1% £50-£500
- 14.6% £500-£1000
- 22.8% £1000-£2500
- 20.6% £2500-£5000
- 9.0% £5000-£10,000
- 1.9% over £10,000

Online Advertising

www.sortedmag.com

Website Advertising Rates

Medium Banner £400/month

Duration: 2 months to coincide with the publication date of the printed edition and/or with your printed advert.

Website Statistics (Jan-Sep 2020)

17,374 Average Monthly Visits

8,591 Average Monthly Unique Visitors

118,506 Average Monthly Page Hits



Technical Specifications

Website Sizes

Medium Banner: 594 px X 194 px

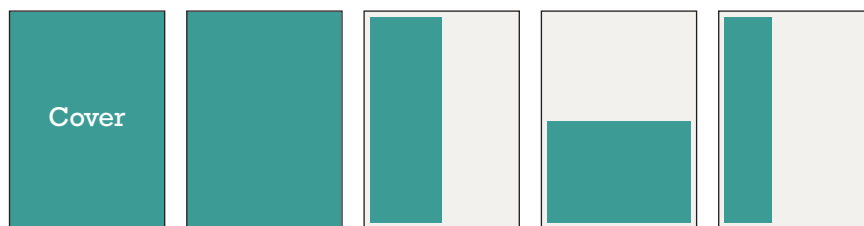
Accepted Formats

JPEG or PNG

Maximum file size 100 KB.

Dimensions give width first then depth.

Mechanical Data & Production



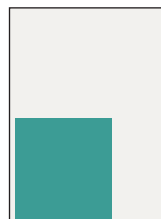
Cover
Outside back £1100
Inside back/front £950
297 mm x 210 mm
(bleed 303 x 216 mm)

Full page £850
297 mm x 210 mm
(bleed 303 x 216 mm)

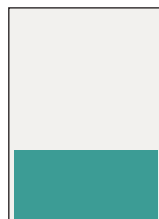
1/2 up £500
261 mm x 87.5 mm

1/2 across £500
129 mm x 178 mm

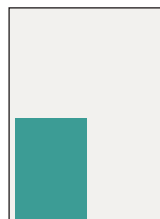
1/3 up £350
261 mm x 57 mm



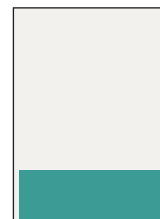
1/3 square £350
129 mm x 118 mm



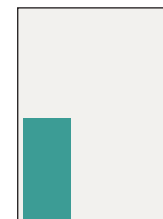
1/3 across £350
85 mm x 178 mm



1/4 up £300
129 mm x 87.5 mm



1/4 across £300
63 mm x 178 mm
Solus guaranteed
(subject to availability)



1/6 £200
129 mm x 57 mm

Classified (Semi-Display) 1/12 57mm x 57mm
£130

Inserts
Up to 10g £75 per 1,000
Weight surcharge £2.50 per g/1000

Discounts

Agency:	10%
New Advertisers:	10%
Publishers (unless booked by agency):	10%
Series of two:	7.5%
Series of four:	10%
Series of six or more:	15%

NB Discounts apply only if accounts settled within 30 days of invoice.

Cancellation Charges

50% after booking deadline.
100% after copy deadline.

Deadlines

Late booking (only if accompanied by complete artwork) can be negotiated until copy deadline day.

Mechanical Data

Trim size:	297 mm x 210 mm
Type area:	283 mm x 190 mm
Bleed size:	307 mm x 220 mm
Screen:	150–175 lpi

Copy on disc or CD, accompanied by hard copy proof, to address below, or via email as a press-quality pdf, tif or jpeg. All images to be supplied at a minimum resolution of 300 dpi. Colour images must be CMYK.

Advertisement dimensions give depth first then width. All display rates cover mono or colour advertising.

Extras

Guaranteed special positions: 10% extra.

Terms

Strictly 30 days net. Interest at current bank rate (pro rata) is payable on overdue accounts.

Minimum charge one month's interest.

Advertising

For more information or to reserve space please contact:

Candy O'Donovan
Sorted Magazine
PO Box 3070, Littlehampton,
West Sussex, BN17 6WX
Tel: 07966 539777
candy@sortedmag.com



2021

Issue	Booking Deadline	Artwork Deadline	Publication Date
2021			
Jan/Feb 2021	2 Nov 2020	23 Nov 2020	18 Dec 2020
Mar/Apr 2021	4 Jan 2021	25 Jan 2021	18 Feb 2021
May/June 2021	1 Mar 2021	22 Mar 2021	19 Apr 2021
Jul/Aug 2021	4 May 2021	24 May 2021	18 Jun 2021
Sep/Oct 2021	5 Jul 2021	26 Jul 2021	18 Aug 2021
Nov/Dec 2021	6 Sep 2021	27 Sep 2021	18 Oct 2021
2022			
Jan/Feb 2022	1 Nov 2021	22 Nov 2021	17 Dec 2021