

# Sorted.

sortedmag.com



NOV/DEC 2017  
£4.50



**JEREMY VINE**  
HEARD IT ON THE  
GRAPEVINE

**GARY GRANT**  
TOY STORY

**JOHN LORD**  
INSIDE OUT

**BILLERICAY  
TOWN FC**  
IN A LEAGUE OF  
THEIR OWN

+  
**STEVE LEGG**  
SORTED - 10  
YEARS ON

# BEAR GRYLLS THE BIG ADVENTURE

9 771757 060135  
61 >  
QR code  
scm In partnership with CVM  
MADE IN THE UK

CULTURE | SPORT | CARS | SEX | FITNESS | TECH | HUMOUR | LIFE

# 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

## Key Stats

**25,000**  
Circulation

**100,000**  
Readership

**5,000**  
Subscribers

**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

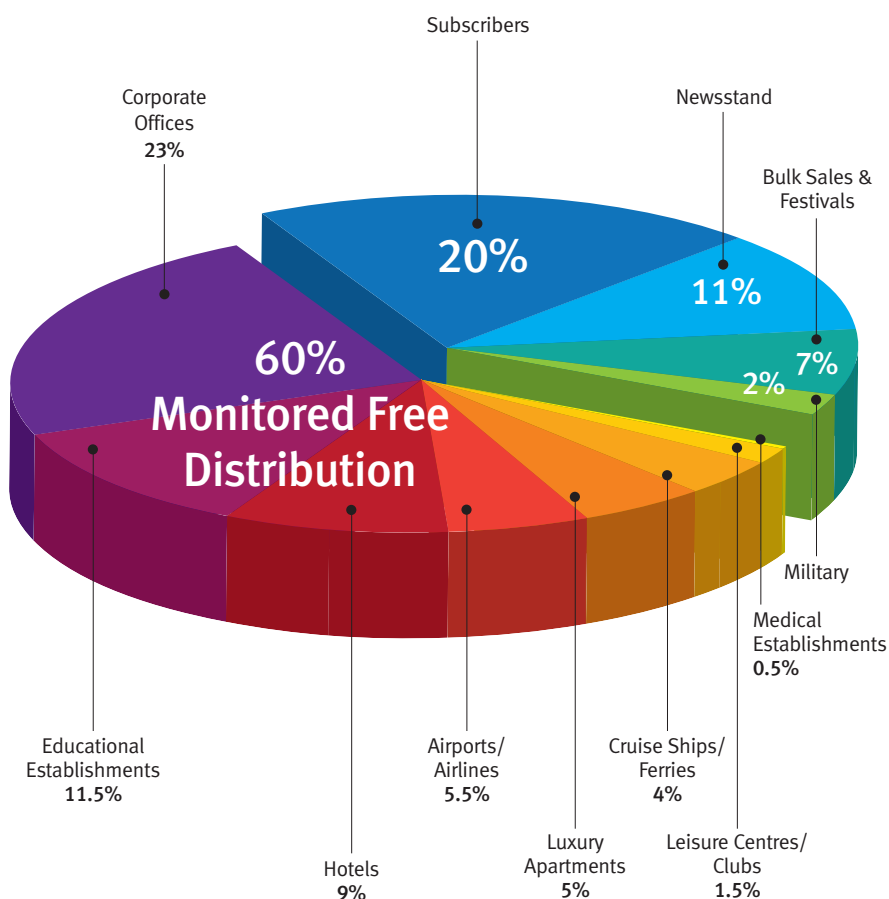
1. UK – 43%
2. Family – 37%
3. Package – 14%

### 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](http://www.sortedmag.com)

## Website Advertising Rates

Large Page Banner £400

Medium Side Banner £275

Skyscraper – price and specification on application

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

## Website Statistics (Jan-Jun 2013)

**1,800** Average Monthly Visits

**1,300** Average Unique Visitors

**5,500** Average Page Views

## Technical Specifications

### Website Sizes

Large Banner: 728 px X 238 px

Medium Banner: 400 px X 300 px

### Accepted Formats

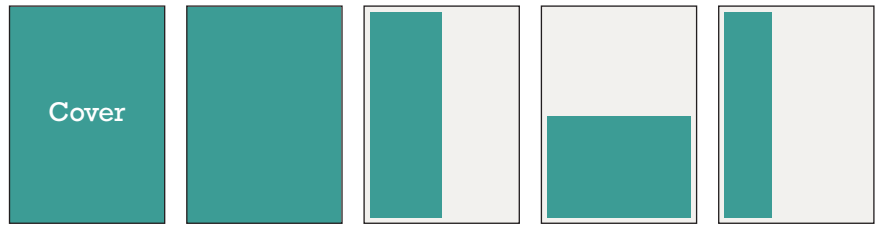
JPEG or PNG

Maximum file size 100 KB.

Dimensions give width first then depth.

The screenshot displays the Sorted. website homepage. At the top is a navigation bar with links: HOME, ABOUT, MEDIA, TOP STORIES, ADVERTISE, SUPPORT, BUY, and SUBSCRIBE NOW. Below the navigation is a large featured article section for the October 18, 2017 issue, titled 'IN THE LATEST ISSUE'. It features a photo of a man in a military-style jacket and a magazine cover with the headline 'JEREMY VINE HEADS IT ON THE FRONTLINE'. A red circular call-to-action says 'SUBSCRIBE NOW ONLY £21 PER YEAR BY DIRECT DEBIT'. Below this are several smaller promotional banners: 'ANSWER THE CRY!' with a man's face, 'The need for Bibles in Africa is huge' with a woman's face, 'SPONSOR A CHILD TODAY' with a child's face, 'BEN-HUR' movie tie-in, 'The Sorted Podcast' with two men, and 'MAKE A GIFT TO SORTED' with a 'Thank you' tag and a magazine. A 'BUMPER PACK OF 40 COPIES ONLY £50 SAVE £130!' offer is also visible.

# Mechanical Data & Production



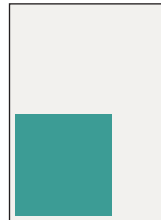
**Cover**  
Outside back £1200  
Inside back/front £1100  
297 mm x 210 mm  
(bleed 303 x 216 mm)

**Full page £1000**  
297 mm x 210 mm  
(bleed 303 x 216 mm)

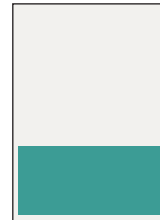
**1/2 up £600**  
261 mm x 87.5 mm

**1/2 across £600**  
129 mm x 178 mm

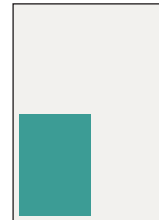
**1/3 up £400**  
261 mm x 57 mm



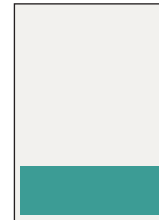
**1/3 square £400**  
129 mm x 118 mm



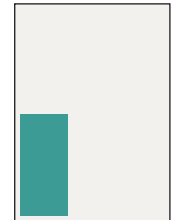
**1/3 across £400**  
85 mm x 178 mm



**1/4 up £300**  
129 mm x 87.5 mm



**1/4 across £350**  
63 mm x 178 mm



**1/6 £200**  
129 mm x 57 mm

Solus guaranteed  
(subject to availability)

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

Inserts  
Up to 10g £40 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:

**Steve Legg**  
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West Sussex, BN17 6WX  
Tel: 01903 732190  
steve@sorted-magazine.com



## 2018

| Issue        | Booking Deadline | Artwork Deadline | Publication Date |
|--------------|------------------|------------------|------------------|
| <b>2017</b>  |                  |                  |                  |
| Nov/Dec 2017 | 8 Sep 2017       | 29 Sep 2017      | 18 Oct 2017      |
| <b>2018</b>  |                  |                  |                  |
| Jan/Feb 2018 | 3 Nov 2017       | 24 Nov 2017      | 18 Dec 2017      |
| Mar/Apr 2018 | 5 Jan 2018       | 26 Jan 2018      | 19 Feb 2018      |
| May/Jun 2018 | 2 Mar 2018       | 23 Mar 2018      | 18 Apr 2018      |
| Jul/Aug 2018 | 4 May 2018       | 25 May 2018      | 18 Jun 2018      |
| Sep/Oct 2018 | 6 Jul 2018       | 27 Jul 2018      | 17 Aug 2018      |
| Nov/Dec 2018 | 7 Sep 2018       | 28 Sep 2018      | 19 Oct 2018      |