

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

Sorted.

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

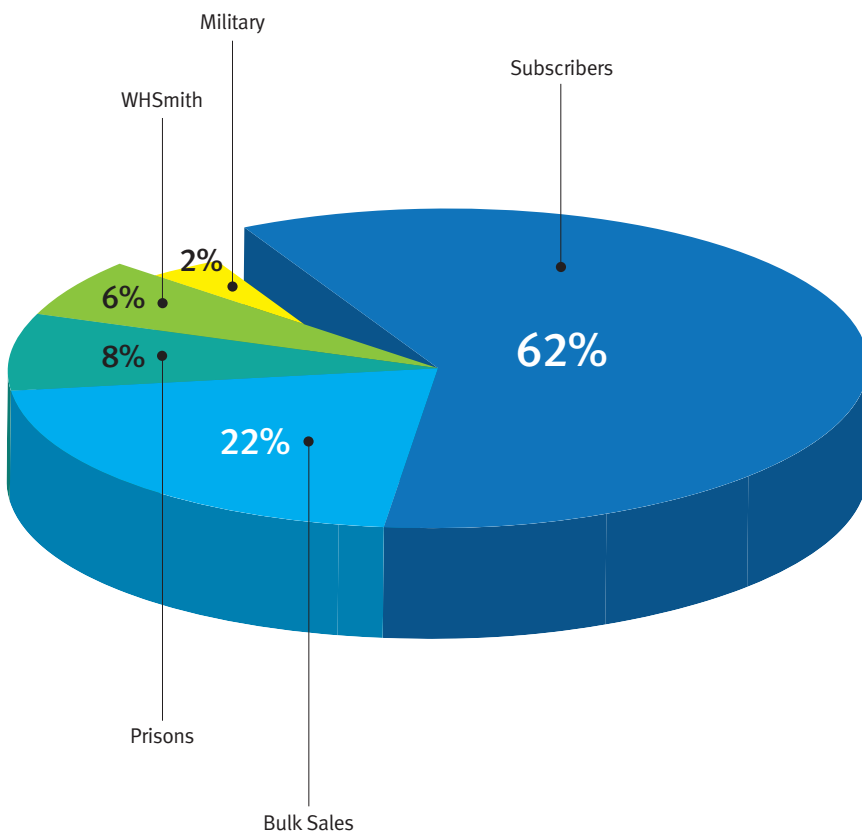
1. UK – 43%
2. Family – 37%
3. Package – 14%

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

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-Sep 2020)

17,374 Average Monthly Visits

8,591 Average Monthly Unique Visitors

118,506 Average Monthly Page Hits

The screenshot shows the Sorted. website homepage. At the top, there is a dark blue navigation bar with the logo 'Sorted.' and links for HOME, ABOUT, PODCASTS, TOP STORIES, ADVERTISING, SUPPORT, BUY, and CONTACT. A search bar and a 'SUBSCRIBE NOW' button are also visible. Below the navigation bar is a large featured article for 'ISSUE 73' featuring Dennis Quaid. The article includes a photo of Quaid and a 'SUBSCRIBE NOW' call to action. Below the featured article are three smaller article teasers: 'MOVING MOUNTAINS', 'POPPIES AND POETRY', and 'TAKING MY GOD FOR A WALK'. Further down is a 'SORTED MAGAZINE' section with a brief description of the magazine's mission and availability. Below that is a 'SPONSOR A CHILD TODAY?' banner with a 'Thank you' tag and a 'MAKE A GIFT TO SORTED' call to action. To the right of the banner is a 'SORTED MAN UP PODCAST' advertisement. At the bottom of the page is a 'Liberti' advertisement with the tagline 'Real women... real faith' and the website 'www.libertimagazine.com'.

Technical Specifications

Website Sizes

Large Banner: 728 px X 238 px

Medium Banner: 400 px X 300 px

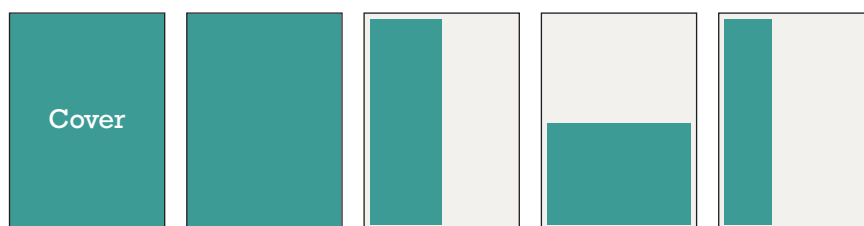
Accepted Formats

JPEG or PNG

Maximum file size 100 KB.

Dimensions give width first then depth.

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
 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 £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:

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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 |