

# 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

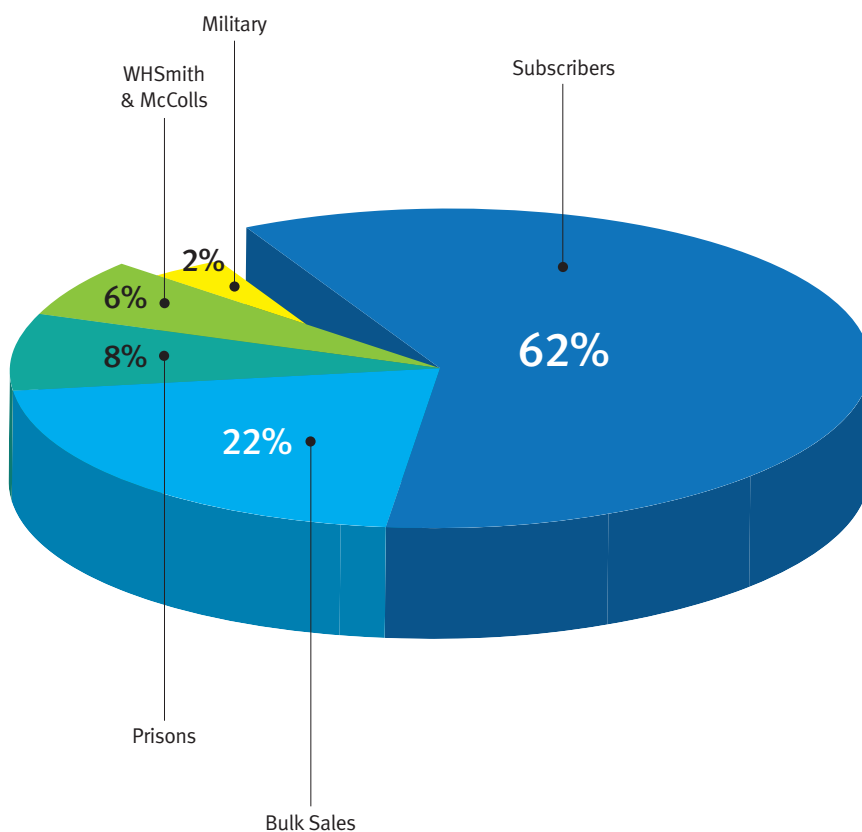
1. UK – 43%
2. Family – 37%
3. Package – 14%

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

## Website Advertising Rates

Large Page Banner £400

Medium Side Banner £275

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 Sorted. logo, a search bar, the phone number 01903 732190, and social media icons for Facebook and Twitter. A red 'SUBSCRIBE NOW' button is in the top right corner. Below the navigation bar, there are links for HOME, ABOUT, PODCASTS, TOP STORIES, ADVERTISING, SUPPORT, BUY, and CONTACT. The main content area features a large hero image with a portrait of a man and a magazine cover for 'ISSUE 73' featuring 'DENNIS QUaid'. A red circular call-to-action says 'SUBSCRIBE NOW ONLY £21 PER YEAR BY DIRECT DEBIT'. Below the hero image, there are four article teasers: 'ISSUE 73', 'MOVING MOUNTAINS', 'POPPIES AND POETRY', and 'TAKING MY GOD FOR A WALK'. Further down, there is a 'SORTED MAGAZINE' section with a brief history and availability information. To the right, there are two smaller advertisements: one for 'DON'T MISS OUT ONLY £21 PER YEAR BY DIRECT DEBIT' and another for 'SORTED MAN UP PODCAST WITH STEVE LEGG & FRIENDS'. At the bottom, there 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

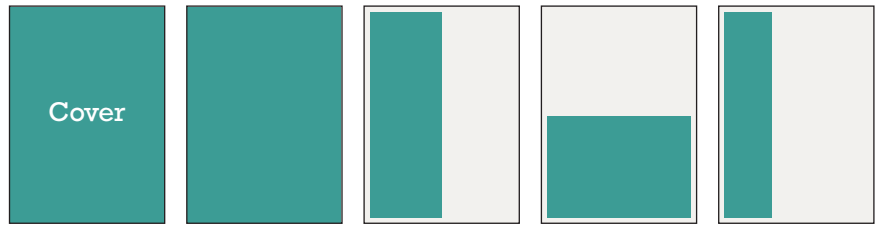
### Accepted Formats

JPEG or PNG

Maximum file size 100 KB.

Dimensions give width first then depth.

# Mechanical Data & Production



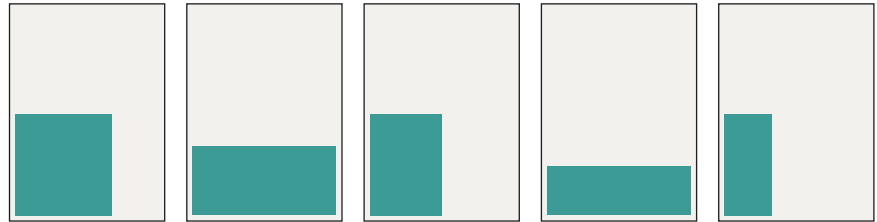
**Cover**  
Outside back £1100  
Inside back/front £950  
297 mm x 210 mm  
(bleed 303 x 216 mm)

**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

**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 £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:

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



## 2021

Issue	Booking Deadline	Artwork Deadline	Publication Date
<b>2021</b>			
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
<b>2022</b>			
Jan/Feb 2022	1 Nov 2021	22 Nov 2021	17 Dec 2021