

Sorted.

sortedmag.com

SEP/OCT 2018
£4.50

ED STAFFORD
FIRST MAN OUT

FEEDING THE HUNGRY
IN KIBERA'S SLUMS

ALANZO PAUL
INNER CITY LIFE

JIM CAVIEZEL
PLAYING PAUL

DENZEL WASHINGTON

STAR CAPITAL

+
BEAR GRYLLS
IN
CARS

9 771757 060135 66 >



scm In partnership with **CVM** MADE IN THE UK

CULTURE | SPORT | CARS | 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

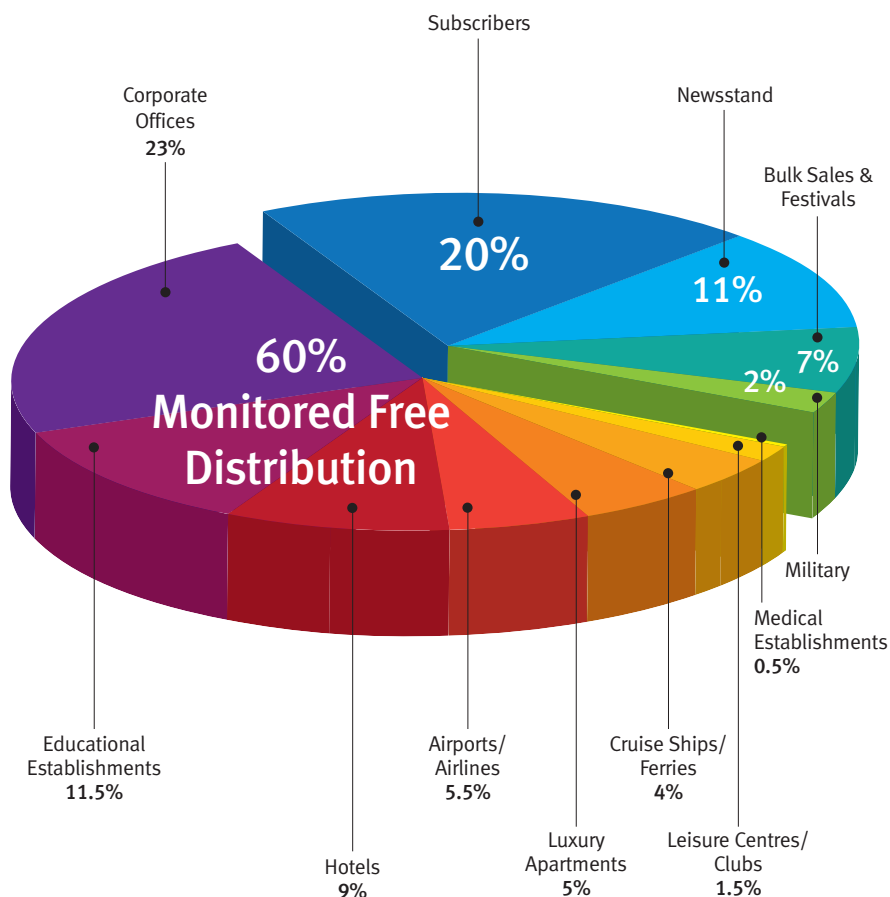
1. UK – 43%
2. Family – 37%
3. Package – 14%

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

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

The screenshot shows 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 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 'BEAR GRILLS THE BROTHERHOOD'. Text below the photo reads: 'Our 10th birthday special edition stars Bear Grylls, Jeremy Vine, Patrick Regan, Paul Blakely MBE, Gary Grant, John Lord plus our great team.' A 'READ MORE.' button is visible. To the right of the article is a large red circular button that says 'SUBSCRIBE NOW ONLY £21 PER YEAR BY DIRECT DEBIT'. Below the featured article are several smaller promotional banners: 'ANSWER THE CRY!' with a man's face and the text 'Young men across the Middle East are crying out for meaning. Will you Answer The Cry? ORDER YOUR PACK TODAY'; 'The need for Bibles in Africa is huge' with a photo of a woman and the text 'Bringing the Good News to Life'; 'SPONSOR A CHILD TODAY' with a photo of a young girl and the logo for 'Compassion International in partnership with Sorted. MAGAZINE'; 'BEN-HUR' with a photo of a man on a horse and the text 'MORE THAN CHARIOTS! REDISCOVER THE INTRIGUE, ROMANCE AND TRAGEDY IN THIS THRILLING ADVENTURE. BEN-HUR. OFFICIAL FILM TIE-IN. BUY THE BOOK NOW'; 'The Sorted Podcast' with a photo of two men and the text 'With Tony Vino and Steve Legg'; and 'MAKE A GIFT TO SORTED' with a 'Thank you' tag and the text 'HELP US IN OUR GOAL TO REACH MORE MEN WITH THE GOSPEL'. A 'BUMPER PACK OF 40 COPIES ONLY £50 SAVE £130!' offer is also visible.

Technical Specifications

Website Sizes

Large Banner: 728 px X 238 px

Medium Banner: 400 px X 300 px

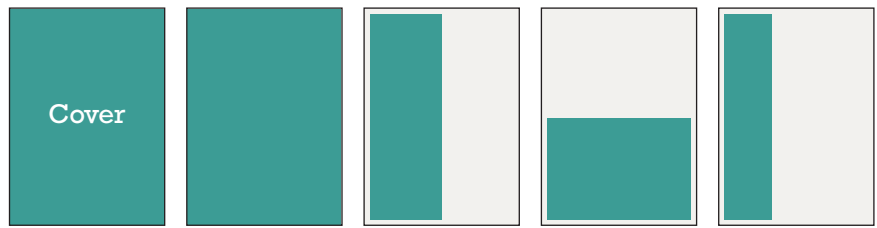
Accepted Formats

JPEG or PNG

Maximum file size 100 KB.

Dimensions give width first then depth.

Mechanical Data & Production



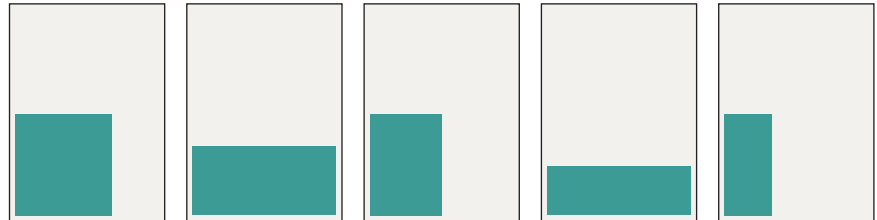
Cover
Outside back £1200
Inside back/front £1100
297 mm x 210 mm
(bleed 303 x 216 mm)

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

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:

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steve@sorted-magazine.com



2019

Issue	Booking Deadline	Artwork Deadline	Publication Date
2019			
Jan/Feb 2019	2 Nov 2018	23 Nov 2018	18 Dec 2019
Mar/Apr 2019	4 Jan 2019	25 Jan 2019	18 Feb 2019
May/Jun 2019	1 Mar 2019	22 Mar 2019	18 Apr 2019
Jul/Aug 2019	3 May 2019	24 May 2019	18 Jun 2019
Sep/Oct 2019	5 Jul 2019	26 Jul 2019	19 Aug 2019
Nov/Dec 2019	6 Sep 2019	27 Sep 2019	18 Oct 2019
2020			
Jan/Feb 2020	1 Nov 2019	22 Nov 2019	18 Dec 2019