

Cross Country

MEDIA KIT 2012

Reach the worldwide free flying community through Cross Country, the leading international paragliding and hang gliding magazine since 1988



ABOUT CROSS COUNTRY

Published since 1988, Cross Country is the world's only international free flying magazine. It enjoys a reputation for quality and integrity. It is the perfect medium for you to reach thousands of pilots across the globe, both in established markets and emerging free flying nations too.

Printed in full gloss, Cross Country is unsurpassed as a showcase for the most inspirational imagery from the best photographers in the sport. Cross Country magazine is also available in Zinio Digital Format, expanding its circulation even further.

Cross Country magazine reflects our passion for paragliding and hang gliding and provides our community with the most up-to-date information on new gliders and developments, inspirational stories from those at the cutting edges of our sport, humorous columns, flying tips and advice from the world's best pilots and the most stunning photography we can lay our hands on.

Cross Country is a fantastic tool to help you reach out to the world's pilots.

CROSS COUNTRY'S READERSHIP

UNIQUE

Cross Country reaches a unique audience of influential pilots, with very little cross-over readership between Cross Country and any one other magazine.

LOYAL

The average reader has been reading Cross Country for more than one year and considers it to be the best magazine in free flying.

PASSIONATE

Our readers are obsessed with flying, and are very often influential

figures. They fly regularly; many of them are involved in either cross country flying, competitions or both.

Cross Country magazine enables you to reach out to the world's pilots and present your products to them in the most professional magazine available today.

Advertising with Cross Country magazine places your brand in the most respected international free flying magazine, giving you and your products the opportunity to be met with the same respect for quality that our readers give the magazine.

ADVERTISE WITH THE MARKET LEADER

PRODUCTION

We offer an outstanding standard of production from the word go. With each issue, from the sourcing of content and images through to the printing process, we use professional suppliers, ensuring our end product is perfect every time.

DISTRIBUTION

Cross Country's circulation has steadily grown: We now have shop sales and subscribers in seventy-five countries, making Cross Country the only worldwide free flying magazine.

Circulation is strongest in Europe, the USA, Australasia, Scandinavia and the Far East, and is also growing in important emerging markets like Eastern Europe and South America.

Research shows we are especially well-read by influential pilot groups - instructors, retailers and competition pilots.

PROMOTIONS

In addition to advertising, we also offer bespoke marketing opportunities and print solutions, including DVD cover mounts, poster

inserts, sponsorship of our yearly Fly Forever calendar, and other solutions to help your brand develop and your sales grow.

EDITORIAL

Cross Country keeps its readers informed about the hottest new products and is a global voice for you in the world of free flight.

We welcome all your product, team and other news. Please send it to news@xcmag.com

WEB

Cross Country magazine's website, Xcmag.com, is leading the world of online journalism in our sports. Packed with news and information and updated daily Xcmag.com is a powerful resource for the international flying community and as such it attracts around 40,000 individual visitors a month.

Banner advertising is available in key locations on Xcmag.com for as little as €70 per month.

Get in touch with us now to secure your advertising.

VERITY SOWDEN
advertising@xcmag.com

Tel: +44 1273 256090
Fax: +44 1273 784976



Cross Country

MEDIA SPECS



ADVERTISEMENT PRICES

Size	No. of Bookings	
	1 edition Standard Rate	6 consecutive with 30% discount
PREMIER POSITIONS		
Double page	€ 2,441	€ 1,709
Back cover	€ 2,148	€ 1,503
Inside front cover	€ 1,967	€ 1,377
Inside back cover	€ 1,911	€ 1,338
DISPLAY ADVERTISEMENTS		
FULL PAGE	€ 1,849	€ 1,295
HALF PAGE	€ 1,221	€ 854
THIRD PAGE	€ 1,045	€ 731
QUARTER PAGE	€ 752	€ 526
CLASSIFIED ADVERTISEMENTS		
SIXTH PAGE	€ 541	€ 378
EIGHTH PAGE COLOUR	€ 314	€ 219
1/16 PAGE COLOUR	€ 160	€ 111
LOGO BOX COLOUR	€ 113	€ 79

Note all advertisements are full colour, unless otherwise stated.
Please see separate media planner for Travel Guide 2012 advertising rates

BOOK EARLY AND SAVE MONEY!

- 10% discount for run of 2 consecutive ads
- 20% discount for run of 3 consecutive ads
- 30% discount for run of 6 consecutive ads (prices listed)

2012 SCHEDULE

PUBLICATION	DEADLINE	ON SALE DATE
Issue 139 (Jan/Feb)	2 December 2011	2 January 2012
Issue 140 (Mar/April)	3 February	1 March
Issue 141 (May/June)	2 April	1 May
Issue 142 (July/Aug)	1 June	2 July
Issue 143 (Sept/Oct)	3 August	3 September
Issue 144 (Nov/Dec)	4 October	1 November

CONTACTING US

Our editorial team has its finger on the pulse of the sport. Cross Country Magazine is edited by Ed Ewing with Marcus King as associate editor and Charlie King as sub editor.

Contact us now - we'd love to hear your marketing plans!

Editorial: editor@xcmag.com

Cross Country Magazine.

XC Media.

5 St Georges Place.

Brighton, BN1 4GA, UK

Get in touch with us now to secure your advertising.

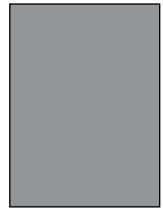
SIZES

Given in Width x Height (mm) - Page Size 210 x 297 mm

FULL PAGE

NO BLEED: 188 x 272 mm

BLEED: 213 x 303 mm



Please don't have any copy within 3mm of the trim size!

1/2 PAGE

NO BLEED:

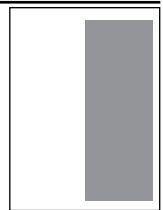
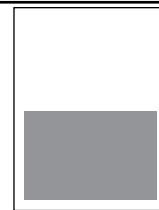
Vertical: 92 x 272 mm

Horizontal: 188 x 130 mm

BLEED:

Vertical: 105 x 303 mm

Horizontal: 213 x 149 mm



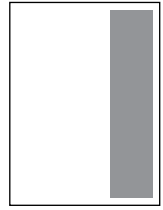
1/3 PAGE

NO BLEED:

Vertical: 60 x 272 mm

BLEED:

Vertical: 73 x 303 mm

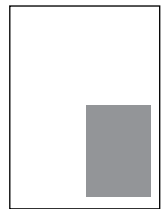


1/4 PAGE

Vertical: 92 x 130 mm

Horizontal: 188 x 60 mm

No bleed available



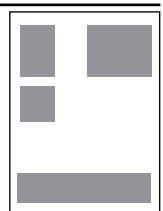
CLASSIFIEDS SECTION

1/6 PAGE horizontal 188 x 44 mm

1/8 PAGE 92 x 60 mm

1/16 PAGE 44 x 60 mm

LOGO BOX 44 x 28 mm



SPECIAL PROMOTIONS

We offer a whole range of special promotion options such as inserting or cover-mounting DVDs, brochure inserts, flyer and poster inserts (including design and printing), advertorial content etc. Please contact us to discuss your specific requirements so we can give you a bespoke quote.

ARTWORK FILES

We can accept adverts supplied as finished (300 dpi) JPEGs or PDFs with all fonts either embedded or as outlines. A charge may be incurred if any work needs to be undertaken to ensure your advert prints correctly. Please supply a colour proof.

CONDITIONS

With consecutive bookings, we will automatically repeat artwork in each new edition unless the client provides new artwork by the deadlines agreed. Submitting artwork is understood as a firm booking. 50% cancellation charge before deadline, 100% after.

VERITY SOWDEN
advertising@xcmag.com

Tel: +44 1273 256090
Fax: +44 1273 784976

