

bent

ADVERTISING MEDIA PACK 2012

FOR ALL ENQUIRIES
PLEASE CONTACT
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ADVERTISING RATES AND INFORMATION INSIDE

bent

Out Now consulting undertook the readership survey for bent.

The Average readership is gay males aged between 25 and 44.

Our readers live throughout the UK and the sample provided a good geographical spread of the data, reflecting the publication's wide distribution.

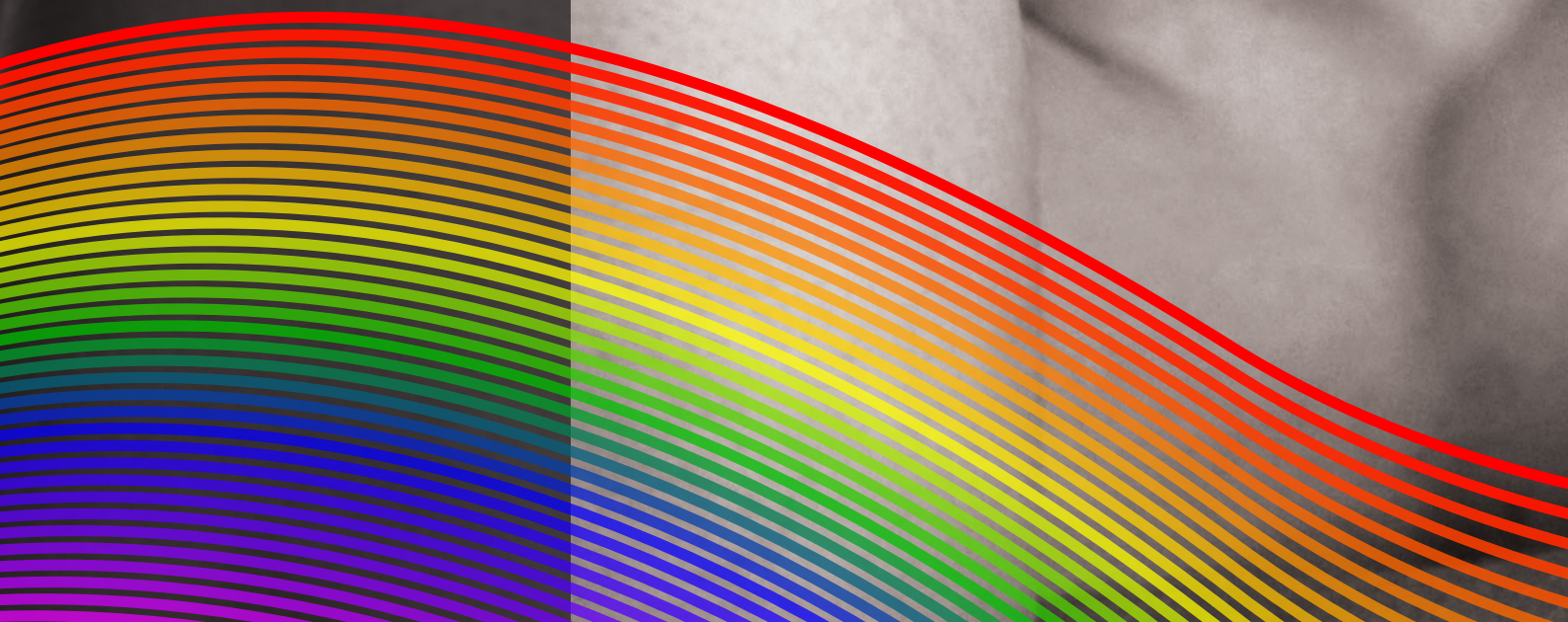
the average income across all the respondents was £20,767 equating to an average weekly pay of £399. Most respondents indicated that they were in full time employment with an average salary of £23,267.

The education levels of our readers is very high, with 49.9% holding a tertiary qualification of either university degree or postgraduate standard.

Bent is best for celebrity, What's on and entertainment. Bent aims to deliver the best big name interviews and is a premier guide to entertainment and lifestyle, bringing news to gay people.

Bent magazine targets gay men who have a high disposable income, and aims to be an indispensable guide for their lifestyle.

60,000 copies are distributed in over 400 gay friendly venues across the UK.



BENT MAGAZINE READERS

spend a total of over *£63 Million* every month on...

FOOD & DRINK

Bent readers spend *£8 Million* every month on eating and drinking out.

FASHION

Our readers are highly fashion conscious. They are early adopters and leaders in fashion trends, spending over *£9 Million* each month. Bent readers are loyal to those they perceive as supporting their lifestyle.

TRAVEL

Bent readers spend over *£200 Million* annually on leisure travel. Our readers are well travelled, enjoy frequent short breaks as well as longer haul holidays.

HEALTH & BEAUTY

Bent has a growing readership of over 150,000 who buy over *£9 Million* worth of health and beauty products each month.

ENTERTAINMENT

Each month readers of Bent spend over *£10.5 Million*

Music	DVDs	Books	Magazines
<i>£4 Million</i>	<i>£2.85 Million</i>	<i>£4 Million</i>	<i>£2.85 Million</i>

CONNECTIVITY

Our readers are happy to buy online, enjoy fast-paced interaction and spend over *£10 Million* on phones and internet connections.

bent

The only
FREE NATIONAL
gay lifestyle magazine



Bent magazine is the UK's leading free, monthly gay scene magazine, featuring reviews, scene guide, stories, features, fashion, music, gossip, competitions and more. Available in all leading gay venues, online or by subscription.

Magazine Sections:

What's on
Escorts
Fashion
Tech
Saunas
Travel
Health & Beauty
Fitness
Hotels
Film / DVD / Books

UK Distribution:

60,000 copies of Bent are distributed to over 400 gay friendly venues across England, Scotland, Wales and Northern Ireland.

The 'What's On' guide is a great way for Gay venues to reach their target audience, through localised editorial features and advertising.

Acceptable Artwork:

Advertisements should be supplied as either flattened PDF or high quality Jpeg / Tiff.
For queries regarding artwork please contact:
designer@bent.com (origination charged extra)

For all advertising enquiries please contact:
Adam Gerrard: 08712 246 516 adam@bent.com

MAGAZINE ADVERTISING

Outside Back Cover (210 x 297 + 3mm Bleed)	£1,300
Full Page (210 x 297 + 3mm Bleed)	£1000
Half Page (210 x 148 + 3mm Bleed) or (93 x 277 vertical)	£600
1/4 Page (105 x 148 + 3mm Bleed) or (93 x 137 vertical)	£300
1/8 Page (92 x 65 horizontal)	£200
1/16 Page (45 x 65 vertical)	£150
Custom sizes available on request	

ONLINE ADVERTISING

Full Banner - 468 x 60	£250
Full Banner (with nav bar) - 392 x 72	£250
Vertical Tower - 160 x 600	£250
Vertical Banner - 120 x 240	£125
Half Banner - 234 x 60	£175
Square Button - 125 x 125	£100
Button 1 - 120 x 90	£75
Button 2 - 120 x 60	£60
Micro Button - 88 x 31	£25

MONTH DEADLINE COMES OUT

November	19/10/11	01/11/11
December	16/11/12	29/11/11
January	06/12/11	20/12/11
February	18/01/12	31/01/12
March	15/02/12	28/02/12
April	21/03/12	03/04/12
May	18/04/12	01/05/12
June	16/05/12	29/05/12
July	20/06/12	03/07/12
August	18/07/12	31/07/12
September	15/08/12	28/08/12
October	19/09/12	02/10/12
November	18/10/12	30/10/12
December	14/11/12	27/11/12
January	05/12/12	18/12/12

All prices quoted are not negotiable and subject to VAT.
Advertising agencies receive a standard 10% commission.