



# CONQUER

MAGAZINE



MEDIA PACK


## Conquer Magazine

is London's newest, edgy, luxury, glossy publication, catering for the discerning professional male, gay population, with high disposable incomes. Conquer is here to provide an elegant and effortless intellectual and inspirational read, that includes high fashion, lifestyle, grooming, culture, travel, property and more.



## *Unlocking A New Luxury Doorway...*



 This talented publication is to be distributed in the very best locations in London, specifically in West and Central London, and will be found in art galleries, trendy nightclubs and bars, hotels and spas, and is uniquely accessible online at [www.conquermagazine.co.uk](http://www.conquermagazine.co.uk).

Conquer will be a trusted source of information, and will be credited with inspiring trends from both the fashion and lifestyle industries. With a 5,000 strong print run on a quarterly basis, for one year as a start-up, here at Conquer we believe in quality over quantity. The magazine

will be printed in high gloss, and will always be available in the chicest areas of London. In year two we want that print run to double. Conquer is the number one free high fashion/lifestyle publication for gay men in London.

Here at Conquer we know our loyal core audience better than any other existing medium, which places us in a unique position, helping your brand to speak to a powerful – opinion – forming, early – adopting client base. When you advertise in CONQUER magazine your advert will also appear in our online digital edition.

# The Marketplace



- Gay men earn £10,000 more than the national average.
- The pink pound was estimated to be worth £70 billion in 2006.
- 60% of Conquer's target audience travel more than 3 times a year. Higher than the national average.
- A recent survey for the international gay travel market showed that 77% of respondents purchased accommodation online at least once a year, and that 81% purchased airfares online.
- Gay men spend an average of 12 hours online each week.
- 43% of them would consider paying for cosmetic surgery.
- 25% of them spend over £30 a month on cosmetics.
- 55% of them spend £150 - £200 or more on fashion a month.
- 72% of gay men prefer to buy from companies that advertise to them directly.
- 72% use credit cards.
- 27% are considering moving to another financial institution.
- 58% are car owners and prefer sleek 'city style' models to larger models.
- 55.2% prefer vodka to other spirits and 97% admitted to spending generously on alcohol on a regular basis.
- Gay men go to the gym at least three times a week.

*(Based on information from Community Marketing Inc, The Independent on Sunday, The Guardian and Outright Research 2009).*

## Our Audience



Conquer's readers enjoy a life of elegance and sheer style, one which they can afford to have, and with our readers earning more than the national average, we aim for readers of an ABC1 bracket. The magazine's core audience age is 25 – 40, but with such a diverse range of editorial, it's aimed at engaging readers between the ages of 18-50. Conquer is a bedside and coffee table magazine, which gives it an advantageously long shelf life, and means that it is picked up over and over again. A timeless, classically designed publication, which offers something new and edgy for our readers, and advertisers alike.

## Facts & Figures



**PRINT RUN:** Total of 5,000 copies.

**AUDIENCE:** 17,000 based on the average of each being read by 3.4 people.

**GENDER:** Male.

**KEY FACT:** 6% of Britain's adult population – three million people – are gay, according to official treasury figures. Conquer research suggests this is a conservative estimate.





## Advertising Rates



Advertising Options	1 Issue	2 Issues (per issue)	3 Issues (per issue)	4 Issues (per issue)
Outside Back Cover	£2700	£2300	£2000	£1700
Inside Front/Back Cover	£2500	£2100	£1800	£1450
Double Page Spread	£2400	£1900	£1600	£1000
Full Page	£2000	£1700	£1450	£800
Half Page	£1700	£1400	£1200	£950
Quarter Page	£1400	£1200	£950	£700

## Ad Sizes



AD SIZES	BLEED	TRIM	TYPE
Double Page	303 x 426mm	297 x 420mm	277 x 400mm
Full Page	303 x 216mm	297 x 210mm	277 x 190mm
Half Page	Vertical 265 x 90mm	Horizontal 130 x 185mm	
Quarter Page	Portrait 130 x 90mm		

## Terms and Conditions

- Advertisements should be provided as a PDF, Photoshop EPS, Tiff or JPEG. Artwork must be high resolution (300DPI). We can accept files by email or on CD.
- For non-standard advert sizing & inserts, please contact us for further information.
- Advertisers have 14 days to make a payment, from the date they agree to advertise.
- Payment must be made to Conquer, via invoice or cheque.
- Ad Deadlines for 2010/2011 are as follows: Issue 1) December 20th 2010, Issue 2) March 21st 2011, Issue 3) June 20th 2011, Issue 4) September 20th 2011.
- Introductory rates are only available for up to 12 months, with added free web advertising. After this period rates are subject to change, and web advertising will not be free.
- Online banner advertising is available in prime positions on [www.conquermagazine.co.uk](http://www.conquermagazine.co.uk). Please contact us for further information on individual rates.
- Conquer Magazine is published quarterly, and is available in print, and online, at the beginning of each month as follows, after its launch in January 2011: April, July, and October. For further information on distributors, please contact us for a list of stockists.