

**ABSOLUTE
LOTUS
MAGAZINE**

The independent Lotus Magazine

ABSOLUTE LOTUS

Absolute Lotus – the new magazine from Performance Publishing, written by Lotus enthusiasts for Lotus enthusiasts.

Absolute Lotus is a brand new magazine dedicated solely to Lotus – one of the most enduringly appealing sports car and motorsport marques of all time.

WHO WE ARE

Performance Publishing Ltd is an independent publishing company run by a dedicated, approachable team that has been established for over 10 years. We produce the market-leading kit car magazine, Complete Kit Car, and therefore have established distribution networks, competitive print deals and all the necessary infrastructure to create a professional and entertaining magazine.

We have assembled a team of experienced writers to create engaging and authoritative features on all aspects of Lotus.

IN EVERY ISSUE

Our mix of content will reflect the broad scope of the Lotus marque, with everything from early specials and Grand Prix heritage to the latest models, via classic road cars, readers' restorations, upgrades, buyers' advice, road tests and road trips. Absolute Lotus will encapsulate everything we love about Lotus.

CONTACT US TODAY

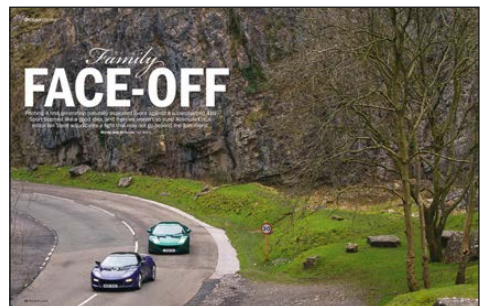
Editorial: Ian Stent. T: 07595 021922.

E: ian@performancepublishing.co.uk

Advertising: Karen O'Riordan.

T: 0330 1234 885.

E: karen.ads@performancepublishing.co.uk



BE A PART OF IT

Absolute Lotus magazine will have widespread availability in the UK, and will also be available in European and worldwide markets.



Every issue of Absolute Lotus is crafted with care and attention, but that would be wasted effort if it wasn't easy for readers to find...

WE'RE IN THE HIGH STREET

By investing with WHSmith, and leveraging our existing distribution networks, we are in WHSmith High Street branches, as well as garage forecourts and independent newsagents. The first issue was stocked by over 1500 stores.

WE HAVE A STRONG FOLLOWING OF SUBSCRIBERS

Issue one went on sale in the shops on 11 May, and we had been offering prelaunch subscriptions in the months leading up to that. The result was over 500 subscribers

ABSOLUTE LOTUS STATISTICS

Frequency: Bi-monthly

Pagination: 100 (or more)

Cover price: £4.95

Annual UK subscription: £25. EU and worldwide subscriptions also available.

Available on paper and digitally

before the first issue went on sale, and it has grown exponentially since the first issue went on sale. Early indications for newsstand sales are also very promising, but it takes a few weeks until the first issue is offsale for official sales figures to be calculated. Watch this space!

AN ONLINE AUDIENCE

The website The Absolute Lotus website is live and works as a platform for those wishing to buy individual editions of the magazine or take out a subscription.

Social media The Absolute Lotus Facebook and Twitter accounts have been live since December 2017 and the audiences are growing daily.

JOIN US

Absolute Lotus is the very first high street magazine aimed at a dedicated Lotus audience. As you can see, we are working hard to make Lotus enthusiasts aware of the magazine, and we've received lots of positive feedback on the first issue. (You can see for yourself on forums and Facebook groups.) Join Absolute Lotus from in its first year to maximise your exposure in this exciting new title.

TALK TO US

To find out how we can help spread your message to Lotus owners and enthusiasts, contact us today.

TO FIND OUT MORE ABOUT ADVERTISING IN ABSOLUTE LOTUS

Speak to Karen O’Riordan today...

T: 0330 1234 885

E: karen.ads@performancepublishing.co.uk

GRAPHIC DESIGN/ARTWORK

Please contact Sarah Scrimshaw for any artwork information. T: 01476 978843

E: sarah@performancepublishing.co.uk

We can design your ad at no extra cost.

PDF preparation

(To ensure your advert looks great!)

- Check your ad size is correct.
- Check all colours are CMYK – no Pantone or RGB.
- Check all images/logos are CMYK – and are at 300dpi at 100 per cent of print size.
- Files must be supplied as PDF.
- No registration or colour or bleed marks.
- Full page adverts require a 3mm bleed on all edges, with crop marks.
- Type safe area is 6mm inside a full page advert.
- Fonts must be embedded.

RATES PER ISSUE (AND SIZES)

Advert Size	1 Issue	3 Issues	6 Issues	Dimensions (HxW)
Full	£590	£450	£400	297 x 230mm
1/2	£310	£250	£220	131 x 200mm
1/4	£175	£140	£125	131 x 97.5mm
1/8	£100	£80	£70	63 x 97.5mm
1/16	£65	£50	£45	63 x 46.2mm

Inside front/back cover £750 subject to availability.
Special Positions: add 20%

EDITORIAL ENQUIRIES

Want to speak to us about editorial content?

Speak to Ian Stent today...

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CONTACT US TODAY



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