

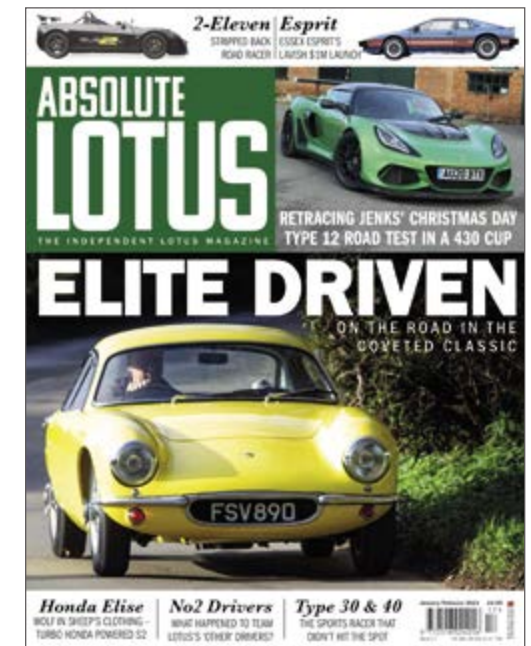
ABSOLUTE LOTUS

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THE MAGAZINE

Absolute Lotus was launched in 2018. As the first newsstand magazine dedicated to the subject, it quickly gained a following of engaged Lotus enthusiasts. Every issue strikes a balance between modern and historic Lotus models, while also featuring motorsport, Lotus people, interviews, technical topics and buyers' guides. Our team of experienced writers covers the Lotus scene in an entertaining and authoritative manner.



AT A GLANCE

- Published six times a year (every eight weeks)
- Worldwide availability in paper and digital formats
- Active website with advertising opportunities
- A growing social media following
- Free ad make-up service
- Cost effective advertising rates
- Targetted at Lotus owners and enthusiasts
- Wealthy audience



THE MAGAZINE

Every issue of Absolute Lotus is crafted to engage readers... and we make it easy for them to find.

High street availability

Absolute Lotus is the only magazine dedicated to the marque on the newsstands. We're in selected WHSmith High Street stores, independent newsagents, motorway services, airports and railway stations.

Wide availability

5100+ UK sales per issue, 1150 EU sales per issue
950 worldwide sales per issue, 2500 subscribers

We take the magazine to car enthusiasts

We attend high-profile events such as Race Retro and the NEC classic car show to maximise our profile.

Loyal subscribers

Since 2018, Absolute Lotus has grown a large subscriber base, with a very high rate of subscriber retention.

Unique audience

As the only magazine dedicated to Lotus, the magazine has a highly engaged audience of passionate Lotus owners and enthusiasts. Many of our readers own more than one Lotus and have a high disposable income.



MORE THAN PRINT

The app

Not just a replica of the printed magazine, the Absolute Lotus app includes live web links, embedded videos and additional image galleries.

Online

The Absolute Lotus website contains news, competitions, events diary and more. It's a useful reader reference alongside the magazine and offers additional advertising opportunities.

Social media

Absolute Lotus has a growing social media audience, and we use it to not only promote magazine content and subscriptions (driving more sales of the printed magazine) but also to directly support advertisers.



SIZES AND PRICES TO ADVERTISE ON OUR WEBSITE

Advert Size	1 month	6 months	1 year	Dimensions (HxW)
Tall Box	£75	£65	£55	300x 150px
Standard Box	£40	£30	£20	150x 150px

TALK TO US TODAY

Find out how we can help spread your message

Advertising manager

Karen O’Riordan

T: 0330 1234 885

E: karen.ads@performancepublishing.co.uk

Editor

Adam Wilkins

T: 01476 978843

E: adam@performancepublishing.co.uk

Graphic design/artwork

Sarah Scrimshaw

T: 01476 978843

E: sarah@performancepublishing.co.uk



Performance Publishing Ltd,
Unit 3 Site 4 Alma Park Road, Grantham,
Lincolnshire NG31 9SE.
www.absolutelotus.co.uk



SIZES AND PRICES TO ADVERTISE IN THE MAGAZINE

Advert Size	1 issue	3 Issues	6 Issues	Dimensions (HxW)
DPS	£1025	£785	£685	2 pages of 297mm x 230mm +3mm bleed
Full page	£595	£455	£405	297mm x 230mm +3mm bleed
Half page	£315	£255	£225	131mm x 200mm
Quarter page	£180	£145	£130	131mm x 97.5mm
Eighth page	£105	£85	£75	63mm x 97.5mm
Inside Front/Back Cover £750 subject to availability Special Positions: add 20%				