



UNCUT

READER PROFILE



ROCKPORT
Wrangler



SONY



THE UK'S FAVOURITE MUSIC AND MOVIES MAGAZINE

UNCUT IS:

- NME's cooler, older brother
- Modern Indie, Rock, Classic Indie and Americana are our readers favourite music genres.

UNCUT READERS RELY ON THE MAG FOR:

- Essential album and film reviews helping them choose what to buy
- Insightful features on brands/music and movies
- Information about classic music, new artists and new bands

UNCUT READERS SPEND (PER YEAR):

- £792 on music
- £300 on DVD's (compared to £107 Empire and £66 Total Film readers)
- £312 on concerts/live events tickets

TECHNOLOGY

- They spend over an hour a day on music based websites.
- 86% of Uncut readers download music every week compared to the national average (32%)
- 68% of Uncut readers own a mp3 player
- 37% of Uncut readers own an IPOD
- 6% of Uncut readers have HDTV
- 18% of Uncut readers have Sky+
- 46% use a digital radio

Male readership:	86%
Average age:	37
Married/living with partner:	60%
Working full time:	77%
Average income:	£29,263
Circulation:	75,518

For all advertising enquires in Uncut or Uncut.co.uk please contact:

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www.uncut.co.uk

www.ipcadvertising.com

Source: ABC Jul-Dec09, Uncut reader survey 2007/2004, Play Panel Wave 6 February 2007

MECHANICAL DATA AND PRODUCTION

UNCUT

Rates

4 COLOUR

Double page spread	£7,290
Page	£4,190
Half page	£2,480
Quarter page box	£1,530

SPECIAL POSITIONS

Reviews	£4,400
Front Half Guaranteed	£4,400
Front half RH Guaranteed	£4,609
1 st 25% Guaranteed	£4,693
Fourth RH Page	£4,810
1 st 25% RH Guaranteed	£4,818
Third RH Page	£4,970
Second RH page	£5,130
First LH Page	£5,130
Inside Back Cover	£5,360
First RH Page	£5,380
Inside Front Cover Page	£5,575
Outside Back Cover	£5,640
Second DPS	£8,610
First DPS	£9,110
Inside Front Cover DPS	£10,030

MONO

Double page spread	£5,640
Page	£3,020
Half page	£1,820
Quarter page box	£1,080

ALL OTHER POSITIONS CARRY A 10%
LOADING WHEN AVAILABLE

Spot Colour +20% (magenta, yellow or cyan)

Classified 020 3148 2510

DPS Bleed	303x426
DPS Trim	297x420
DPS Type	283x406

Page Bleed	303x216
Page Trim	297x210
Page Type	283x196

Half Page Horizontal Bleed	152x216
Half Page Horizontal Trim	146x210
Half Page Horizontal Type	132x196

Half Page Vertical Bleed	303x109
Half Page Vertical Trim	297x103
Half Page Vertical Type	283x89

Quarter Page	132x89
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UNCUT is perfect bound and it is advisable to supply a DPS as two separate pages allowing 3mm overlap to both inside edges.

Column width: 44mm

Number of columns per page: 4

Printed throughout by web offset litho.

Ads to be supplied as Hi-Res PDF. For PDF specifications visit www.press4press.com where the spec can be downloaded.

Ads can be emailed (MAX 12MB) or sent on disk to the copy address opposite.

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