



buzz

SOUTH WALES CULTURE

Media Pack

2012

SOUTH WALES WHAT'S ON GUIDE, FEB 2011

FREE

GUIDE, FEB 2010

FREE

COMIC TIMING
COMEDY'S BEST
HIT SOUTH WALES

FILMS TO DIE FOR
this summer's
big hitters

joe strummer
celebration through art
IS A
SHION

french & saun
talk exclusive

MR NICE

kasabian
muse
tool
motorhead
jam jones

2010:
ones to watch
JOHN BARROWMAN
the shooting star
of Robin Hood
plus...
gift guide
NYE guide
review of 2009
National Theatre

Profile

Buzz is

The number one free entertainment, what's on and culture magazine for Wales and has been running as an independent magazine for 20 years.

Buzz readership is

Estimated at 100,000 readers of the printed magazine per month, with thousands more viewing the online version too.

Buzz clients

Include Sky TV, Smirnoff, Wales Millennium Centre, RedBull, Radio 1, KLM, Live Nation, BMW, Jack Daniels, Rockport, WKD Drinks, Bacardi, Welsh Language Board, Arts Council of Wales, St David's Hall, UIP Films, BBC National Orchestra, Cardiff University, UWIC, National Theatre Group, plus many of the top national agencies use the publication on a regular basis.

Buzz offers

An incisive guide and listings to Cinema, Culture, Theatre, Nightlife, Visual Arts, Food, Gigs, Comedy, Fashion, Beauty, Music, Sport plus other local events and news issues.

Buzz distributes

25,000 copies to hotels, entertainment venues, clubs, record shops, restaurants, museums, shopping centres, airports, theatres, universities, student venues, cinemas, bars, pubs, coffee shops, newsagents, galleries, TICs and many shops across South Wales.



the longest running and only comprehensive entertainment guide in Wales
a massive targeted distribution network
an integral part of the community
a solid client base of satisfied customers

“**Buzz** has become such an invaluable marketing tool for St David’s Hall. We monitor very closely how our customers find out about our shows and **Buzz** always comes out on top.”

**Jamie Rees – Head of Marketing
St David’s Hall**

“Since marketing Jolyon’s with **Buzz**, we have found that **Buzz** has brought a stronger more powerful customer awareness.”

**Jolyon Joseph
Jolyon’s Boutique Hotel**

“As the longest running entertainment magazine in South Wales, I know my advertising spend is in safe hands.”

**Marie Leonard
Brown-Forman**

“Advertising in **Buzz Magazine** provides us with an effective way of targeting students in the South Wales region, we have been pleased with the increase in enquiries we have gained as a result.”

Crystal Evans – Go Wales

“**Buzz** is the first choice when booking advertising space in Wales, it reaches the gig going audience I’m looking to reach.”

**Simon Moran
SJM Concerts**

“The feedback and return on advertising in **Buzz** in comparison to the small fee has been outstanding.”

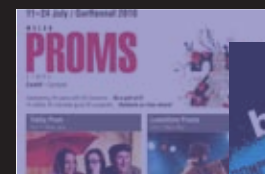
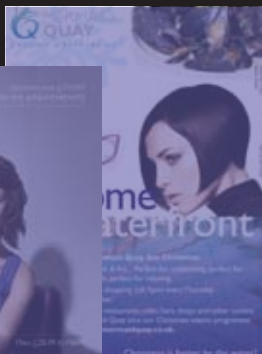
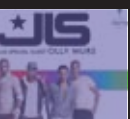
Kirsty Pearson – Hilton

“Being such a recognised and established name locally for what’s on in South Wales we couldn’t not advertise in **Buzz!**”

Liz Brillante – New Theatre

“**Buzz** gives me the opportunity to advertise in a trusted publication that is a must for all coffee tables.”

**Andrew Hepworth
Mimosa Kitchen and Bar**



Readership profile

Sex

51% of our readers are men
49% of our readers are women

Age

27% are aged between 18-24
41% are aged between 25-34
31% are over the age of 35

Income

32% earn £16,000-£25,000
21% earn £25,000-£30,000
14% earn over £30,000

Internet

91% of our readers use the internet every day,
with 69% using it as much as 5 hours a day.

Interests

46% eat out once or more a week
80% holiday at least once a year
69% go to the cinema at least twice a month
56% watch live music throughout the month
58% claim that fashion and beauty are
extremely important to them

Content

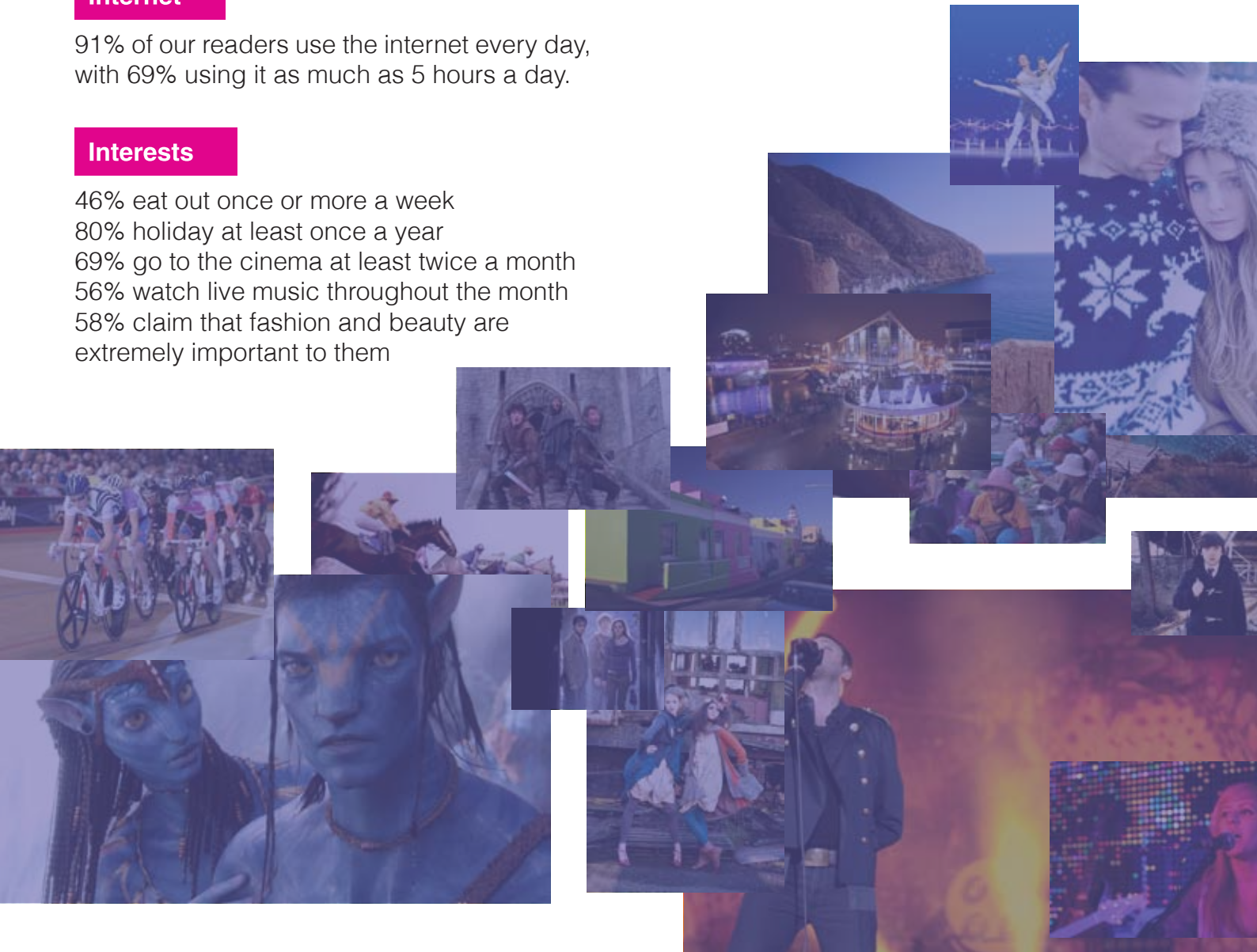
45% rate Music as their favourite section
42% rate Food & Drink as their favourite section

Circulation

48% of our readers keep Buzz for the whole month
11% keep it forever!
91% of our readers share their copies of Buzz
with friends and family.

Subscription

In the past 6 months subscriptions have
risen. Impressive when you consider the
magazine is free.



Advertising rates

full colour:

Back Cover	£1200
Inside Front DPS	£1900
Inside Back	£950
Full Page	£900
Half Page	£520
Quarter Page	£280
Eighth Page	£180

mono:

Full Page	£720
Half Page	£390
Quarter Page	£200
Eighth Page	£115

Listings section

1 column	£150
2 columns	£300
3 columns	£450
4 columns	£600
5 columns	£750
6 columns	£900
Half column	£75

Buzz map

£100	for one month
£90	per month for three months
£85	per month for six months
£75	per month for 12 months

Series discounts

12 issues 25% / 6 issues 15% / 3 issues 10% / Charities 10%
 Series discounts apply only on receipt of signed contract.
 For full payment details and credit terms please contact Buzz.

Artwork

Adverts should be supplied camera ready, unless agreed to be set inhouse. Any artwork costs incurred by the publishers will be referred on to the advertiser. If camera-ready artwork is not supplied a £50 charge will be made per advert, regardless of size. This will include: make-up and design of advert from a given brief - proof provided before publication. Payment for all production and artwork will be added on to the invoice.

Credit terms

Agency commission 10%. Unless otherwise stated, all payments are due within 28 days. Interest will be charged on overdue accounts at the rate of 8% per month from the due date to date of final payment. First time advertisers must pay prior to publication.

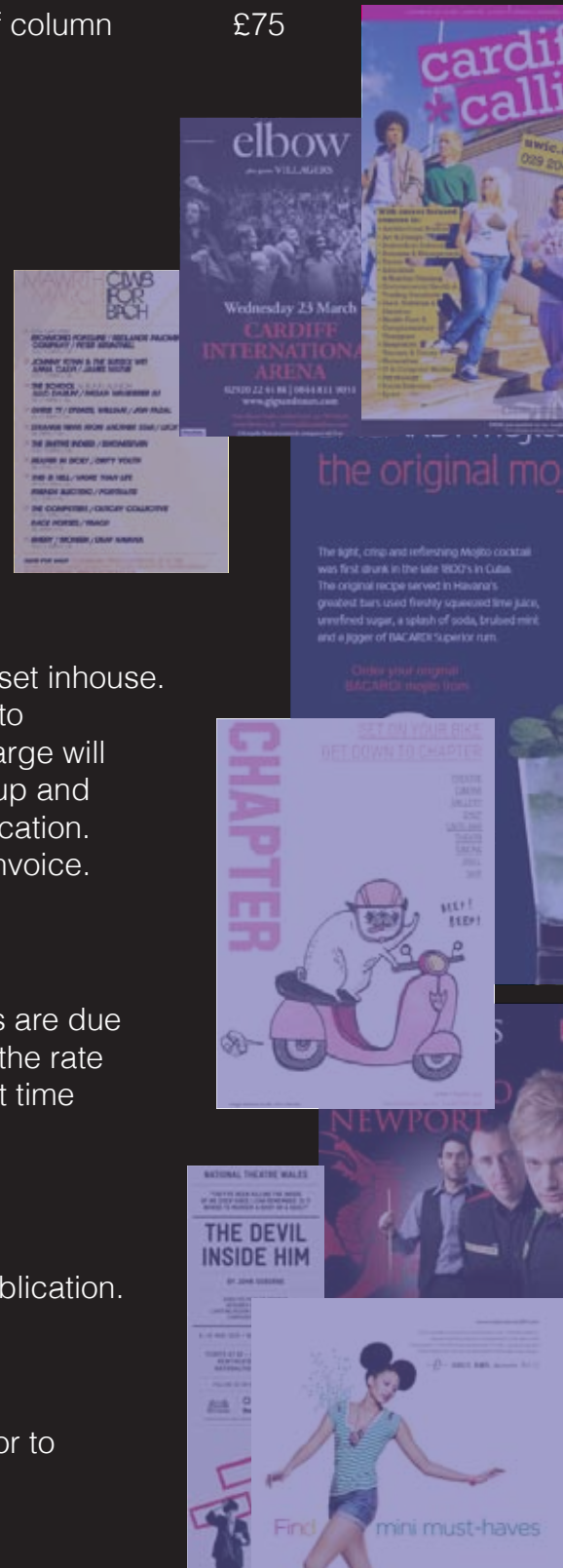
Copy deadline

Advertising copy needs to be in by 21st of the month prior to publication.

Cancellation

Written confirmation required of any cancellations by a week prior to deadline (ie. 13th of the month prior to publication)

***the prices listed above do not include VAT**



Display advert sizes

		width x height
double page	with bleed	428 x 305mm
	trimmed	420 x 275mm
full page	with bleed	216 x 303mm
	trimmed	190 x 275mm
half page	portrait	93 x 275mm
	landscape	190 x 135.5mm
1/4 page	landscape	190 x 64.5mm
	portrait	93 x 135.5mm
1/8 page		93 x 64.5mm

Listings advert sizes

half column	135 x 30mm
1 column	275 x 30mm
2 columns	275 x 62mm
3 columns	275 x 94mm
4 columns	275 x 126mm
5 columns	275 x 158mm
6 columns	275 x 190mm

Technical specifications

Apple Mac - QuarkXpress/InDesign: Supply QuarkXpress/InDesign document - all fonts, including screen fonts and printers fonts - all images, logos etc. as EPS or TIFF files - EPS of advert including EPS and TIFF files.

Freehand EPS: Supply Freehand document - all fonts must be converted to paths - all images, logos etc. as EPS or TIFF files - EPS of advert.

Illustrator EPS: Supply Illustrator document - all fonts must be converted to paths - all images, logos etc. as EPS or TIFF files.

NB* all high resolution copies of all images are required - all colour pictures are to be saved in CMYK (not RGB) format - no pictures are to be submitted with any data compression - all pictures should have a final resolution of 300dpi or 1200dpi for bitmap images.

Camera ready artwork can be sent as JPEGs, TIFFs and PDFs with a final resolution of 300dpi.

Sending your artwork

Title the file 'Buzz - [Name of Advert]'. Please indicate the publication, month and a contact name and number to be used in the event of problems.

Email advertising@buzzmag.co.uk

Post Buzz Magazine, Suite 3, Castle House, 1-7, Castle Street, Cardiff CF10 1BS.

Contact

Publisher	Emma Clark	029 2023 6799 / emma@buzzmag.co.uk
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Accounts	Teresa Clark	029 2023 6799 / accounts@buzzmag.co.uk



Buzz Food & Drink Guide

- an A5 guide to the best places in South Wales
- featuring bars, pubs, restaurants, delis, hotels, coffee shops, cafes
- with profiles and recipes from local chefs and owners

Out July 2012

Buzz Student Guide

- an A5 guide to Student life in South Wales
- an essential reference point, featuring shopping, eating, drinking and more
- distributed to specific Student orientated sites throughout the year

Out October 2012



Buzz Film Issue

- an in depth guide to the Summer Blockbusters
- a round up of indie films that we hope will rival the Hollywood offering
- Q and A's with the actors and directors looking to make it big in 2011

Out May 2012



Buzz Festival Guide

- a 16 page pull out within the monthly magazine
- featuring a broad range of the best local, national and international festivals
- competitions, interviews and an essential read for planning your summer

Out June 2012

