



M O I Z O

Glasgow 2011  
*Media Marketing Pack*

**The MOBO magazine...**

**Destination Glasgow...**

**Circulation of up  
to 50,000 copies**

Including personal  
copies for all performers and  
distinguished guests

The estimated  
readership is in excess  
of 350,000

**Broadcast on  
both BBC1  
and BBC3**



# MOBO 2011

## Destination Glasgow...

One of the world's most prestigious music events - the MOBO Awards will be returning to Glasgow in 2011, 2013 and 2015 following on from the huge success of our annual celebration in Scotland in 2009 when it drew an extremely enthusiastic audience of MOBO fans and VIPs alike.

The annual star-studded ceremony will as always be attended by UK's leading MOBO Music performers, international artists, high profile VIPs and thousands of fans and will take place at Glasgow's SECC on 5th October.

## The MOBO magazine...

MOBO is publishing a Souvenir Magazine to complement the show. With an estimated readership of 350,000 and broadcasting to a global audience of many millions in over 50 countries around the world, both on- screen and on-line. In the UK the show will be broadcast on both BBC1 and BBC3. MOBO will print up to 50,000 copies of the 2011 magazine and will be distributed in the larger HMV retail outlets across the UK, including personal copies for all performers and distinguished guests.

Distribution will also be managed by the MOBO office via an established extensive and unique network of international and domestic recording artists, writers and producers, celebrity presenters, agents and managers, record company executives, industry professionals and crew, as well as media head honchos.

Copies will be available to those who attend on the night and given out to table guests, in addition to exclusive placement inside goody bags for VIPs, nominees and winners. The magazine will also be available online at [www.mobo.com](http://www.mobo.com)

## The MOBO generation...

*"MOBO is a way of inspiring, educating and motivating young people so they can reach their full potential through a variety of initiatives and enterprises."* Kanya King, CEO

- Founded in 1996, the MOBO Awards celebrate and recognise the outstanding achievements of established and up and coming artists who perform music in genres ranging from Gospel, Jazz, Soul, R&B and Reggae right through to Hip-Hop and Grime.
- Performers have included Tina Turner, Jay Z, Beyonce, Rihanna, Amy Winehouse, P Diddy, Sade, John Legend and Mary J Blige. Keynote past presenters: Diana Ross, Janet Jackson, Missy Elliot and Quentin Tarantino. There have also been high profile attendees from sports, business and politics.
- Based in the UK, the MOBO Awards is the first and only awards show of its kind broadcast on terrestrial television, distributed internationally across the continents. In 2010, BBC1 and BBC3 audience figures in the UK totalled as many as 5 million.
- The audience is between the ages of 16 and 55 with the majority being in their early twenties.
- The popularity of MOBO music has increased dramatically in recent years to become mainstream. Similarly the audience has widened and become truly multicultural, with 57% of viewers being female.

Aimed at a contemporary audience, the upmarket MOBO publication with high editorial and production quality will appeal to aspirant, stylish, lifestyle, music listeners with disposable income and seeking fulfilling leisure time. Influenced by trendsetters and trail blazers, inspired by the professional achievements of those in the industry, amongst the MOBO Magazine readers of today will be professional individuals and community leaders, as well as celebrity superstars of tomorrow and those making it happen for them.

## Hot off the press...

- They're the taste-makers' awards. Something like the BRITs is a celebration of what has been, but the MOBO Awards are a celebration of what's to come.

**The Guardian**

- In the oldest sense of the word, RESPECT.

**The Observer**

- An event that has become every bit as important as the BRITs in the music industry calendar.

**Blues & Soul**

- A very special event.

**The Mirror**



## MOBO benefits, coverage and readership...

- The MOBO Organisation and brand has access to a unique audience from consumers at large to those harder to reach people such as celebrities in the worlds of music, fashion, sports, politics, TV and film; to directors, financiers and other industry professionals. The MOBO network features the whole gamut of international and domestic recording artists, writers and producers, presenters, agents and managers, parliamentary friends and lobbyists.
- The MOBO Magazine is the only annual British publication aimed at the urban audience with a minimum national print circulation of up to 50,000 copies.
- The MOBO Awards Show is one of only a small handful of music ceremonies consistently broadcast on terrestrial television during two primetime scheduling spots and the opportunities for digital replay in 2011 are limitless.
- Each edition of the MOBO Magazine has unprecedented retention value, gaining coffee table status with an estimated readership of 350,000 in Britain; the high quality of the published product endears it as a souvenir keepsake for readers.
- Many organisations and brands have enjoyed and continue to reap the benefits of association with the MOBO brand and the Awards. These include MasterCard, Malibu, Western Union, Lebara Mobile, Bebo, Topshop, Estee Lauder, Storm, L'Oreal, HSBC; in addition to major and independent record labels, tourist boards, universities, newspapers, radio and the BBC to name but a few.

# Rate card

## Display

Inside Double Page Spread	297mm x 420mm - landscape
Inside Full Page	297mm x 210mm - portrait
Inside Half Page	124mm x 190mm - landscape
Inside Quarter Page	124mm x 90mm - portrait

1 insertion (12 MONTHS)	2 insertions (24 MONTHS)
£5,400	£9,600
£3,000	£5,400
£1,500	£2,700
£950	£1,680

## Cover

Outside Back Cover	297mm x 210mm - portrait
Inside Front Cover	297mm x 210mm - portrait
Inside Back Cover	297mm x 210mm - portrait

1 insertion (12 MONTHS)	2 insertions (24 MONTHS)
£8,280	£14,880
£6,000	£10,800
£5,400	£9,720

The maximum you can book for in advance is two issues (**1 insertion = 12 months, 2 insertions = 24 months**). All advertisements should be in four colour, there is no cost reduction for single colour.



# Contacts

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# Advert formats

**DOUBLE PAGE SPREAD  
(with bleed)**

Trim size: 297mm x 420mm (landscape)

In addition to this size, please add 5mm of bleed on all outside edges

**Bleed size: 307mm x 438mm**

**DOUBLE PAGE SPREAD  
(non bleed)**

Trim size: 297mm x 420mm (landscape)

**Non-bleed size (live area):  
277mm x 400mm**

**FULL PAGE/COVER**

Trim size:  
297mm x 210mm (portrait)

Type area:  
285mm x 190mm

In addition to this size, please add 5mm of bleed on all outside edges. **Bleed size: 220mm x 307mm**

**FULL PAGE  
(non bleed)**

Trim size:  
297mm x 210mm (portrait)

Type area:  
285mm x 190mm

**Non-bleed size  
(live area):  
277mm x 190mm**

**HALF PAGE  
(non bleed)**

Trim size:  
297mm x 210mm (portrait)

**Non-bleed size  
(live area):  
124mm x 190mm**

**QUARTER PAGE  
(non bleed)**

Trim size:  
297mm x 210mm (portrait)

**Non-bleed size  
(live area):  
124mm x 90mm**



# Mechanical data

Advertising rates are based on artwork supplied. Additional design/artwork will incur a charge.

Images/artwork must be supplied in a high resolution format

300dpi, CMYK, with crops and bleeds supplied where appropriate.

Accepted formats are - PDF, TIFF, JPEG, EPS

All fonts outlined/paths.



# Data transmission

**Your data via email to:** andy.bickerdike@gisltd

**Your data by ftp to:** [www.nchsoftware.com/ftp/index.html](http://www.nchsoftware.com/ftp/index.html)

Classic FTP software can be downloaded for **FREE** following the link enter in our details below to send files from your desktop. Once Classic is installed click **Tools – site manager – Add site** and enter the following details.

FTP Server address: **82.70.91.102**

Username: **ftpuser**

Password: **Password123**

**Your data on cd to:** Andy Bickerdike Studio Manager, Group Information Services,  
2 Highcliffe Court, Greenfold Lane, Wetherby, West Yorkshire LS22 6RG.

## Design

If you do not have a suitable advertisement, Group Information Services will be happy to design and create your advert for you at an agreed cost.

**Please contact:** Andy Bickerdike - tel: 01937 580407 - email: andy.bickerdike@gisltd.co.uk

# Fax back & order confirmation

## FAX BACK ORDER CONFIRMATION



MOBO 2011 is due for publication in **October 2011**.

The closing date for orders is **15th August 2011** and all artwork must be received by **15th August 2011**.

To confirm your order and reserve your preferred space in the MOBO Awards Souvenir Magazine, please fax back the following details to Group Information Services by fax: **01937 580488**. We will confirm this by return.

### Terms: Payment with order.

Payment can be made by BACs, cheque or credit card

(Advertisements and entries will only appear in the MOBO Awards Souvenir Magazine if they have been paid for in full, prior to publication)

### Company Details

Company Name: .....

Ordered by: .....

Tel No: ..... Fax No: .....

Signature\*: ..... Position: .....

Space Required: ..... Cost excl VAT: .....

E-mail Address: .....

Address: .....

..... Invoice Address (if different) .....

.....

.....

Purchase Order Number: .....

*\*by signing this order form you agree, on behalf of your company, to pay upon receipt of invoice. If you pay within 14 days up to 5% discount will be honoured.*

Should you require any further information, please contact Sales on 01937 580477



Card Name: ..... Card Type: American Express/Visa/Delta/MasterCard/Maestro

Card Number .....

Expiry Date: ..... Issue Number: ..... Last 3 digits on reverse of Card: .....

Statement Address .....

### **"The Information Powerhouse"**

Group Information Services Ltd.

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