

THE CRACK:

AN ABUNDANCE OF NORTHEAST music : food : fashion : clubs : cinema : theatre : comedy : queer : art : dance

“The best local
listings magazine”

The Rough Guide to Britain



What's the crack?

The Crack was the first independent free magazine in the North East producing an unrivalled entertainment guide, fashion, news and views, targeting the regions' dedicated, 18-35 year old socialisers. Since its inception in 1985 the magazine has built up a huge, loyal and enthusiastic readership whilst in the process winning arts awards and gaining national recognition (voted second in a Sunday Times' 'best listings magazines' survey in the country).

Why the crack?

The Crack is the most cost-effective way of reaching anyone in the North East who is interested in what to do, what to see, what to buy and where to eat and drink.

'The definitive listings guide to what's happening in and around Newcastle.'

Michelle Kane, Chatto & Windus/Secker & Warburg, Random House

'An essential addition to any regional listing campaign.'

Suzie Stubbs, Western International Media

'The only print I have delivered that people on the street actually looked forward to.'

Paul Harvey, Distributor

'Transworld Publishers advertise in The Crack on a regular basis. It is an ideal vehicle for many of their titles.'

Jayne Lunnon, Acumen Partnership

'The Crack let's the northeast know what's really going on.'

Ashley Jones, Press Officer Channel 4

'An essential part of our media strategy for targeting part of our key audience for over 10 years now'

Chris Taylor, University of Northumbria

'A great vehicle to reach our target market in the North East.'

Anna Bacon, Marketing Dept., Sta Travel

'The first publication we contact when we've got any act that's relevant to the North East.'

David Cooper, Head of National Press, Pomona

'A valuable source of information'

The ARC, Stockton-on-Tees

'Use The Crack as your listings and promotion medium - you will not be disappointed.'

Tony Brooks, MD Head of Steam

'A cult following amongst students.'

Newcastle College

'Within days, copies of The Crack disappear from display.'

Northern Stage

'At a local level The Crack reaches a sophisticated and discerning audience which is a crucial ingredient for our cinema releases.'

Trevor Green, Entertainment Films

'The most read and respected magazine in the area.'

Skev, Nice Promoter

'They advertised a project and over half of all applicants were through The Crack.'

Live Theatre

'Schuh have advertised with The Crack magazine over a period of 10 years. We have found it to be a highly relevant and cost effective magazine to support our company profile in the Northeast.'

Sandy Alexander, Schuh Ltd.

Circulation & Distribution

The Crack has a verified distribution of 22,000 complimentary copies which go directly into the hands of the most committed socialisers with a high degree of disposable income. The Crack is free in venues, colleges/universities, pubs, clubs, theatres, record shops, cinemas, restaurants, art galleries, fashion shops, hairstylists and tourist information points throughout the region.

Rates

Full Colour

Double Page Spread	£3500
Full Page	£1800
Half Page	£950
Quarter Page strip Solo Position	£600
Quarter Page	£475
Eighth Page	£300
Classified Column cm rate	£18

Series Discounts

Pre-Payment discount	available on request
Agency Discount	
Charity Discount	

Inserts

Per 1000	£80
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Cover positions

Outside Back	£2500
Inside Front	£2200
Inside Back	£2000

Options

Various alternatives for clients are offered as well as direct advertisements. For example sponsorships are available throughout our extensive listings section, fashion pages, book/live reviews and travel.

Website and E-letter banners also available
www.thecrackmagazine.com

For further information contact our advertising team on:

T: 0191 230 3038

F: 0191 230 4484

E: advertising@thecrackmagazine.com

The Crack, 1 Pink Lane, Newcastle upon Tyne, NE1 5DW.

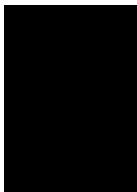
www.thecrackmagazine.com



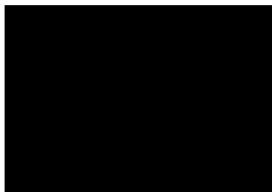
ABC verified.

Total average net circulation per issue 20,772 (Jan-Dec 2006)

Mechanical Data



full page
297mm x 220mm



double page spread
297mm x 440mm

Full Page:

Type Area: 190 x 277

Trim size: 220 x 297

Bleed size: 230 x 307

Double Page Spread:

Type Area: 400 x 277

Trim size: 440 x 297

Bleed size: 450 x 307



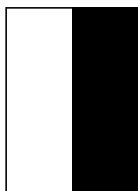
1/4 page
95mm x 132mm



1/4 page strip solo
65mm x 195mm



1/2 page landscape
132mm x 195mm



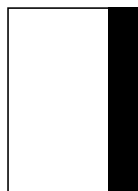
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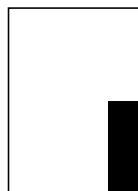
1/8 page
65mm x 95mm



1/8 page landscape
35mm x 195mm



single column
260mm x 45mm



1/2 column
132mm x 45mm

All artwork should be supplied either

ON DISK (CD/DVD) - with colour proof

Mac compatible in one of the following formats:

1. QuarkXpress, Freehand or Illustrator EPS with fonts embedded.
2. QuarkXpress (v6) document with all fonts and images.
3. Flattened Photoshop TIFF, JPEG or EPS in CMYK at 300dpi.
4. Hi Resolution PDF, CMYK, 300dpi.

EMAIL in one of the following formats:

QuarkXpress, Freehand or Illustratr EPS with fonts embedded. Flattened Photoshop JPEG in CMYK mode at 300dpi.