

ADVERTISE WITH filament

THE MAGAZINE
FOR WOMEN
WHO LIKE HOT MEN AND
INTELLIGENT THOUGHT

Reach
INTELLIGENT
INDEPENDENT
women

'LOOKS
BEAUTIFUL'
- BBC World Service

'ARTISTIC
PHOTOSHOOTS'
- The Independent

'INTELLIGENTLY
WRITTEN'
- The Evening Standard

Who reads Filament?

We have gathered the following statistics about our readers from a survey they complete after buying Filament online.

Numbers

14,728 copies of each issue are read by **44,184** people.

Gender

95% Female 5% Male

Location

- 47% USA & Canada
- 28% UK & Ireland
- 14% Australia & New Zealand
- 10% Europe
- 1% Other countries

Average age
29

Average income
£34,000

Education and lifestyle

69% hold a Bachelor's degree, Master's or Ph.D

65% are in a relationship

25% have children

Most popular pastimes

Seeing live music, seeing films, restaurants and cooking, sports and dance, having a drink with friends, gaming, visiting exhibitions and museums, reading and craft.

Do you want to reach
**smart,
switched-on
women**
worldwide?



Filament
magazine

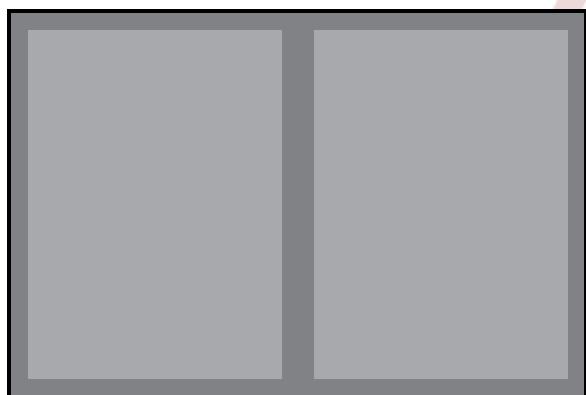
The new, independent women's magazine with a unique concept that is grabbing global attention.

Filament is:

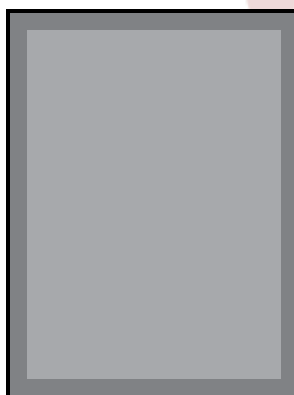
- intelligent, inspiring and thought-provoking
- the only magazine in the world featuring photography of men designed for women
- free from fashion, diets and celebrity gossip.

www.filamentmagazine.com

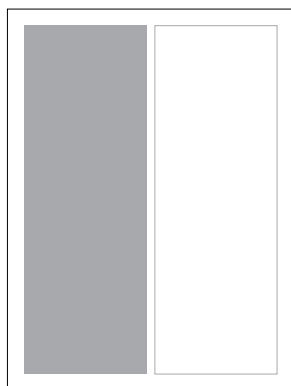
2011 advertising rates and specifications



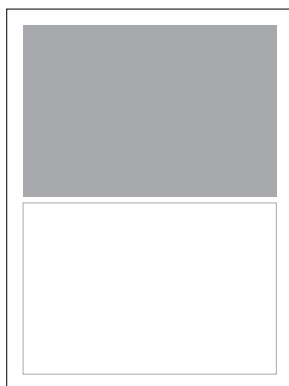
Double page spread



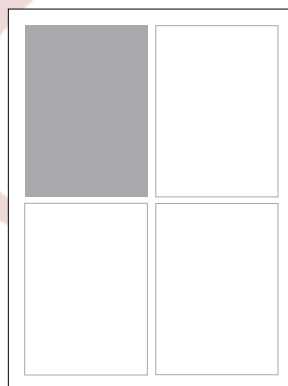
Full page



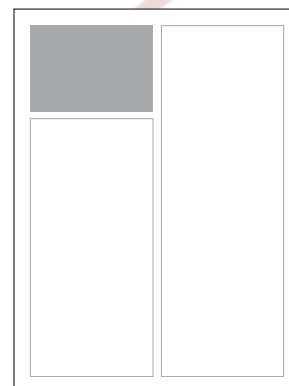
Half page (portrait)



Half page (landscape)



Quarter page



Eighth page

First-time
advertisers:
10% off!

Size	One issue	Two issues	Four issues	Type (mm)	Trim (mm)	Bleed (mm)
Double page spread	\$US3,475	\$US6,260	\$US11,129	240 x 390	280 x 420	286 x 426
Full page	\$US1,932	\$US3,477	\$US6,183	180 x 240	210 x 280	216 x 286
Half page (portrait)	\$US1,072	\$US1,930	\$US3,430	87 x 240	n/a	n/a
Half page (landscape)	\$US1,072	\$US1,930	\$US3,430	180 x 117	n/a	n/a
Quarter page	\$US591	\$US1,064	\$US1,892	87 x 117	n/a	n/a
Eighth page	\$US323	\$US582	\$US1,034	87 x 57	n/a	n/a

VAT is not included in the above figures. VAT is added for advertising purchased by businesses in the UK and Europe only.

Supplying artwork

Please supply artwork as high resolution PDFs – see www.pass4press.com for specifications. Email artwork under 10MB to ads@filamentmagazine.com. Send artwork over 10MB by post on CD or DVD, or via www.sendspace.com. If sending by post please email or phone us in advance. Graphic design is not included in the above prices. If you require your ad to be designed or amended, we can offer graphic design services for £25/hour.

Issue release	Artwork and payment deadline
June 2011	10 May 2011
December 2011	10 November 2011

For all advertising enquiries, please contact
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filament

Filament

Why print advertising works

...and how to make it work even better for your business

Had no luck with print advertising in the past? Thinking that online advertising is always best? Here's why advertising with Filament is different, and how to make your ad with us a success.

Our readers support our advertisers

Because Filament is largely run by volunteers and the only magazine of its kind in the world, many of our readers are highly passionate about what we do. This gives them an extra reason to buy your products: they will support you because you are showing your support for Filament.

Get noticed

More and more people are using browser plug-ins to block online advertising. These people register as a 'hit', so you'll think they've seen your online ad, but they haven't. Similarly, if you advertise on a blog, you may get the impression that everyone who reads that blog is seeing your ad. This is not true: most blog readers use RSS, which usually does not show advertising. With print, *everyone* who reads the magazine sees your ad.

Not for a limited time only

Print advertising isn't just around for however long you pay for it; it's around for the life of each copy of the magazine. Readers who get Filament frequently lend their magazines to five or more people.



Get to the right audience

If print advertising has been unsuccessful for you before, consider whether the publication you advertised in had the right audience for your product. 95% of Filament's readers are women. They have high incomes and are well educated. We know of no other magazine that has or had such a specific audience.

Design your advertisement for print

For an ad to work in print it needs to say clearly what the product does, who it is for and how to get it; this means that you may have to design an ad differently for print. If you don't have a graphic designer, we can help – we offer design services for £25/hour.

Measure your success

There are many ways to measure the success of a print advertisement. One option is to include a discount code with your ad.