

AFTERHOURS

MEDIAINFORMATION



Welcome to **After Hours**

Is your marketing campaign reaching the key influencers and leading opinion-formers you want to target? More importantly, is your message getting through to enough powerful decision-makers? In short, are you part of **After Hours**? With its 100% AB circulation, you can be sure that **After Hours** readers are wealthy and discerning. Because our readers regularly look to **After Hours** for inspiration before a major purchase, isn't it time you looked again at **After Hours**?

A handwritten signature in black ink, appearing to read 'R. Cree', with a long horizontal line extending to the right.

Richard Cree
Editor, **After Hours**

If business isn't always plain sailing, some things can be

What's in After Hours

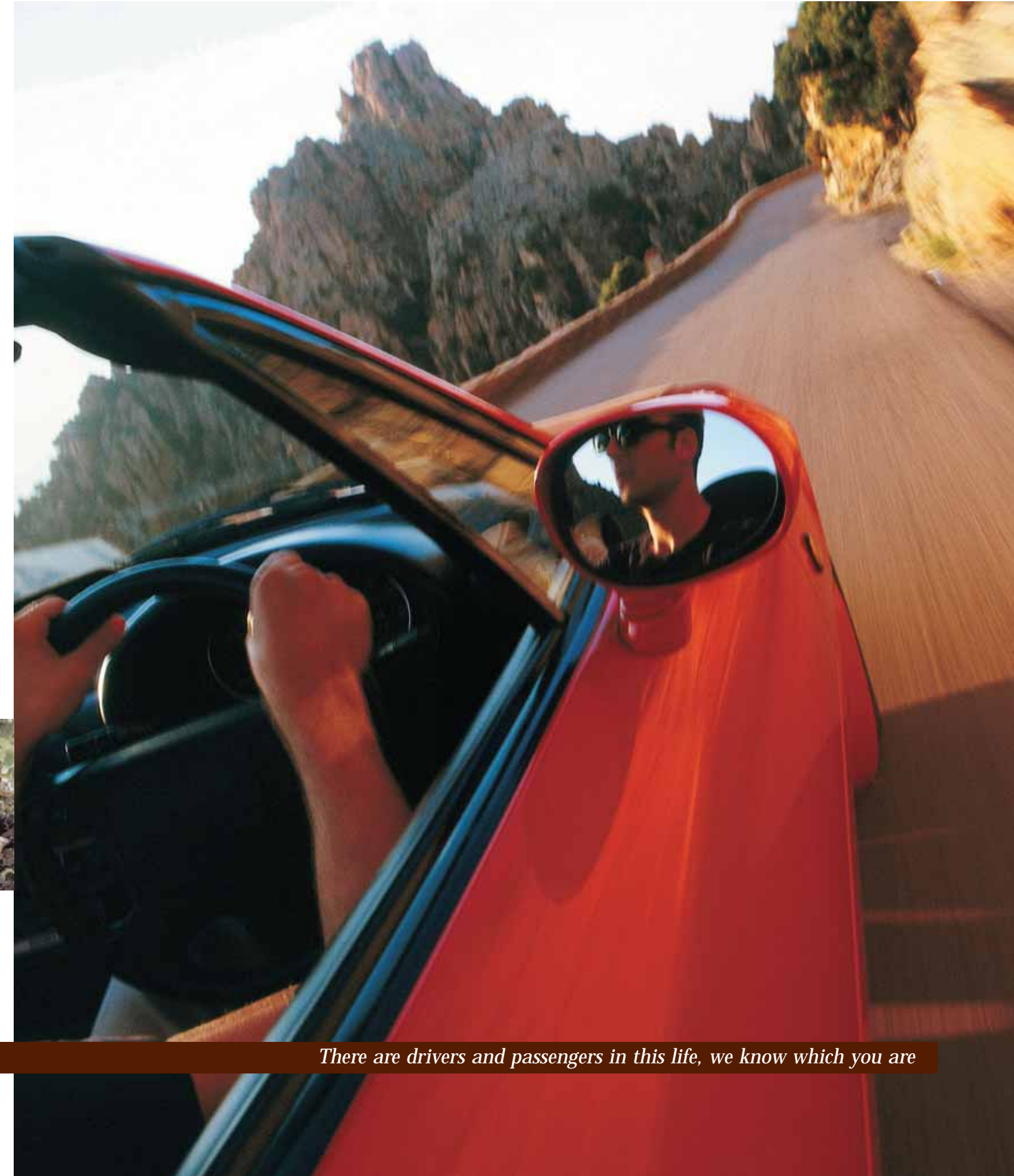


After Hours is a valuable lifestyle resource for busy, influential directors, featuring information on the latest cars, holidays, gadgets, fashions and must-have toys and a round-up of the most desirable collectible items, from jewellery to handbags, watches to wine.

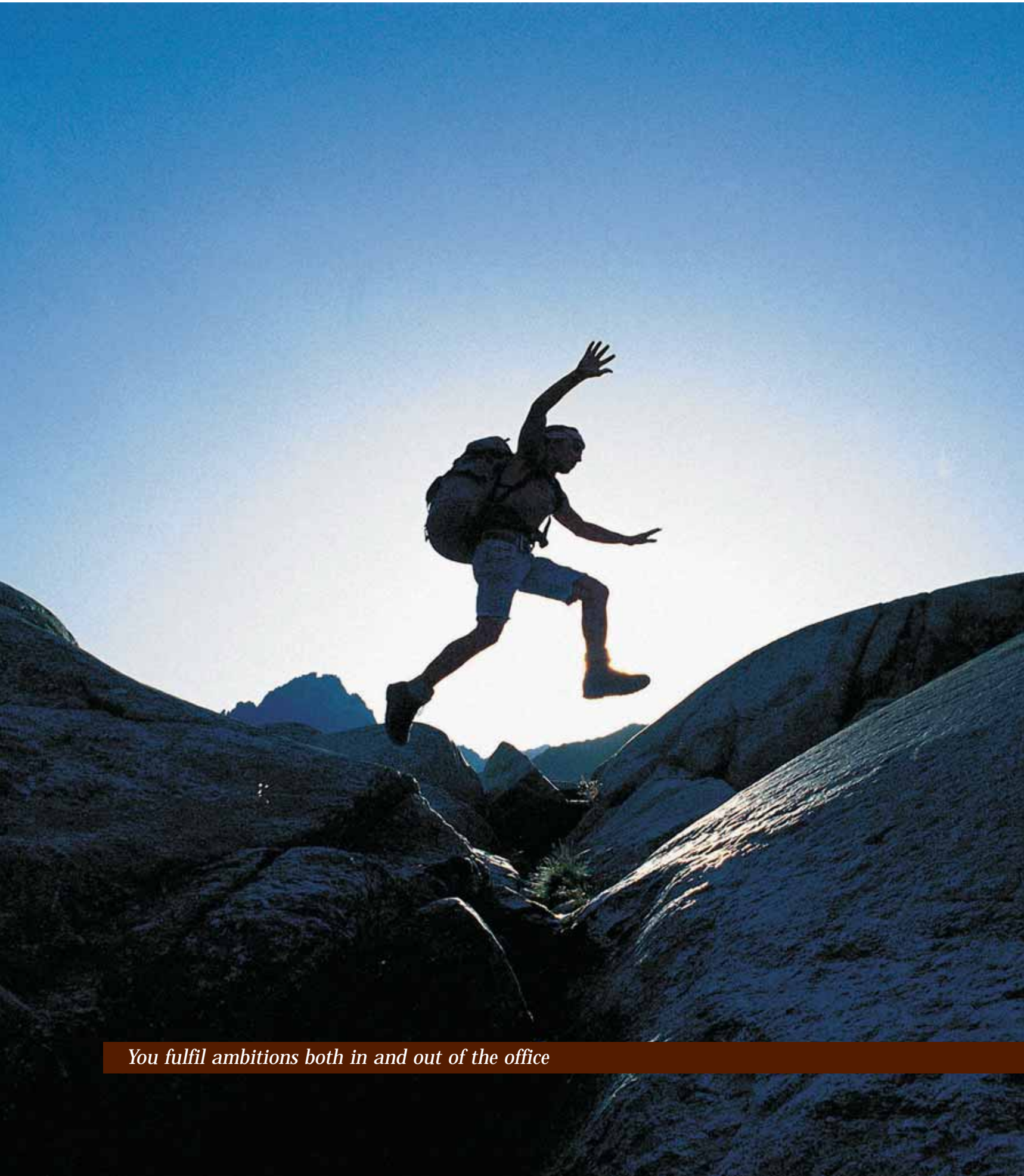
Its profiles cover the most influential players in the arts, science, sports and entertainment, while other features include everything from travel and trends to property, fashion, motoring, books, food and drink.

Our team of in-house and freelance writers produces quality writing, regardless of the topic. Excellent contributors work alongside an experienced in-house team that prides itself on finding fresh approaches to the varied and interesting subjects that matter most to our readers.

The quarterly magazine is complemented by www.afterhoursmagazine.co.uk, an online resource offering more regular updates and information. Put simply, anyone keen to make the most of life can't do without After Hours.



There are drivers and passengers in this life, we know which you are



After Hours readership

AB PROFILE

After Hours - 100%

GQ - 44%
Esquire - 37%
Condé Nast Traveller - 71%
Harpers - 53%
Vogue - 35%
Tatler - 56%

After Hours offers you a discerning audience

READER INCOME

After Hours - £104,000*

GQ - £56,052
Esquire - £67,400
Condé Nast Traveller - £113,783
Harpers - £105,000
Vogue - £48,058
Tatler - £76,888

After Hours readers are affluent

CIRCULATION UK & R.O.I

After Hours - 57,431

GQ - 104,713
Esquire - 43,758
Condé Nast Traveller - 68,528
Harpers - 83,968
Vogue - 167,075
Tatler - 75,498

After Hours offers no wasted circulation

You fulfil ambitions both in and out of the office

Sources: ABC figures Jul 2006 - Jun 2007
After Hours questionnaire (GFK NOP) Jan 2007

*average personal income—all other incomes are for the household

Circulation

After Hours is produced seasonally for the members of the Institute of Directors. It is sent out with the April, June, September and November Issues of Director magazine (ABC 57,431 July 06 – June 07).

PROFILE

83% are 35-64 years old.

AVID READERS

90% of our readers almost always read After Hours.

43% of our readers spend at least 30 minutes reading the magazine.

INCREDIBLE LOYALTY

86% of our readers stick to brands they like

TRAVEL GURUS

62% of our readers spend £6k+ a year on holidays.

89% of our readers pay extra for comfort on holidays.

79% are passionate about travel.

75% of our readers take regular short breaks.

BIG SPENDERS

Our readers' average personal income is **£104,000**

95% of our readers agree they will pay more for luxury goods.

81% of our readers agree they will pay to save time.

73% of our readers treat themselves to the best when shopping.

90% of our readers always eat out at least once or twice a month, with 50% doing so at least once a week.

88% of our readers agree it's worth investing in quality clothes.

SPORT & FITNESS

33% of our readers play golf.

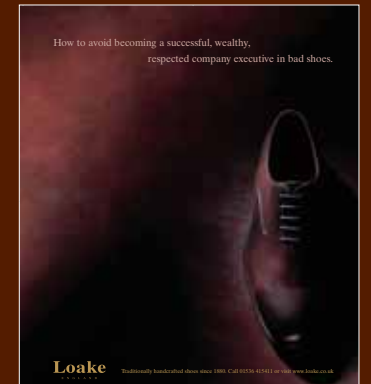
43% regularly visit a gym.

Why advertisers like After Hours



"Insightful, inspiring and informative—a thoroughly good read on the finer things in life. After Hours is cleverly presented in an original format which is sympathetic to luxury goods advertisers"

Alexandra Anastasio, Asprey



"Loake chose to advertise in After Hours because the audience was guaranteed and we could predict the environment would be right for us. We were not disappointed. The first issue was very well executed and demonstrated that After Hours will be a success"

Anna Loake, Loake Shoes



"Mantis International took a double-page spread in the first edition of After Hours. We received a number of enquiries directly as a consequence of the ad and were delighted with the response. The costs were justified and we are looking to continue advertising in the next edition."

Sarah Harris, Mantis International

Rates and mechanical data

STANDARD RATES

Effective January 1st 2008
(excluding VAT)
Agency commission 15% to PPA
recognised agencies

	Colour
DPS	£13,410
PAGE	£7,450

Cover positions—rates available on request

ADVERTORIALS

DPS rates from £16,000

SPECIAL & GUARANTEED POSITIONS

Rates available on request

SERIES DISCOUNTS

Rates available on request

INSERT RATES

£6,900 (full run)
£4,950 (London & SE)

TIP-ON CARDS

Machine fed £4,500
Hand fed £5,500

DPS SIZE	Height	Width
Bleed	261mm	456mm
Trim	255mm	450mm
Type Area	220mm	426mm

PAGE SIZE	Height	Width
Bleed	261mm	231mm
Trim	255mm	225mm
Type Area	220mm	201mm

CANCELLATION/AMENDMENTS

12 weeks prior to publication in writing

PDF GUIDELINES

- All files to be supplied as composite CMYK PDFs.
- All images contained within the PDF must be high resolution (300dpi recommended).
- All PDF pages must allow for a 10mm bounding box from trim.
- Where necessary a minimum bleed area of 3mm must be contained within the file.
- Files must contain crop marks.
- All fonts must be embedded at postscript stage. Do not use Truetype or Multiple Master fonts. Do not embed subsets.

DIGITAL DELIVERY

- Digital files can be accepted on CD, Zip or via ISDN.

HARD COPY PROOFS

- Proofs supplied must be generated from the PDF where that is the supplied format, or from the digital artwork.
- If a digital contract proof is not supplied then no responsibility can be accepted by the publisher for incorrect imaging.

COPY DATES

- Four weeks prior to publication.

CONTACT ADVERTISING

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F +44 (0) 20 7766 8990
E director-ads@iod.com

CONTACT PRODUCTION

T +44 (0) 20 7766 8963/4
F +44 (0) 20 7766 8990

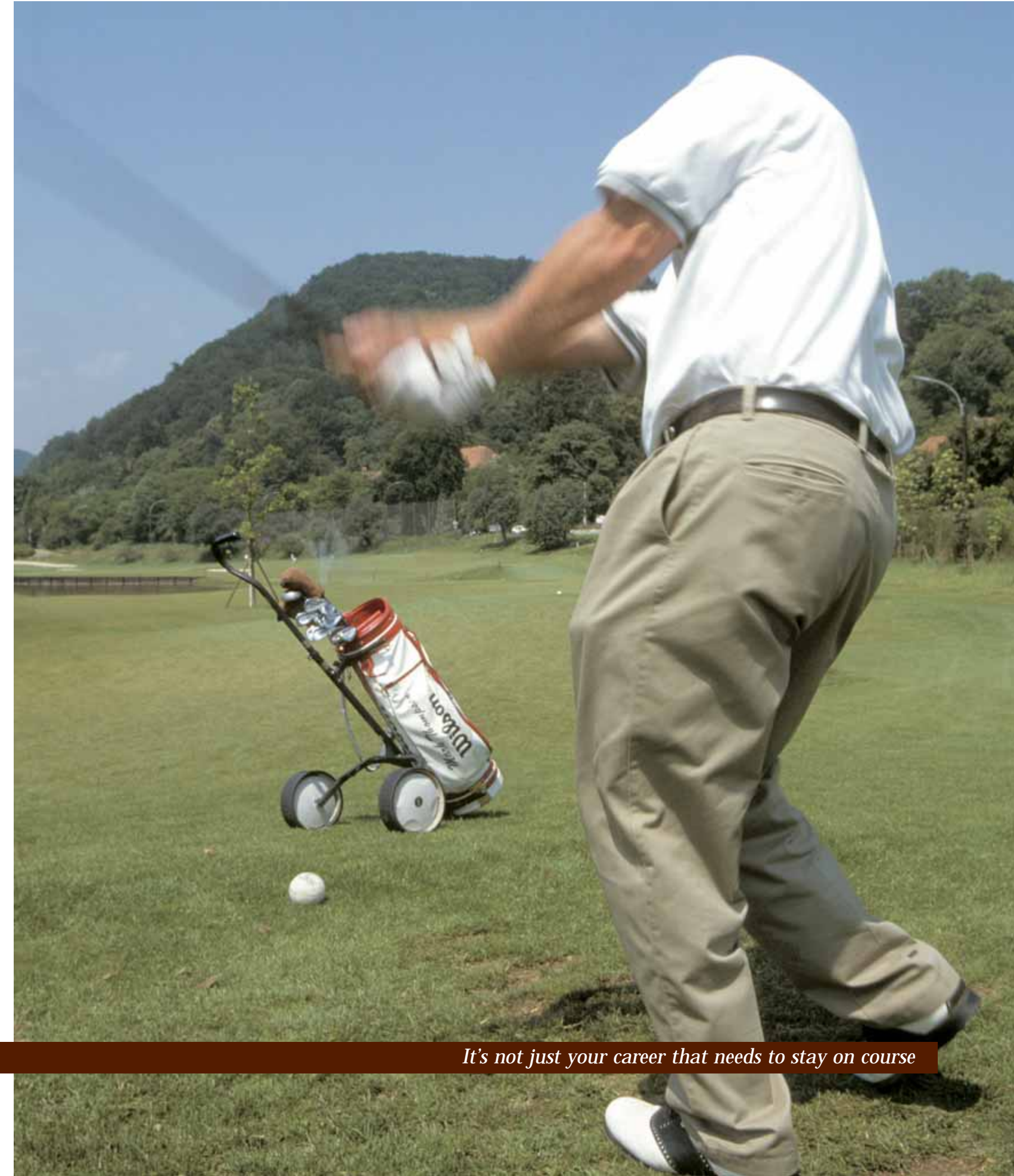
CONDITIONS OF ACCEPTANCE

The publisher reserves the right to refuse, omit, suspend or change the position of any advertisement accepted for insertion. Advertisers guarantee that advertisements comply with the British Code of Advertisement Practice. All advertisements are accepted on the undertaking that all descriptions of goods are true and accurate within the meaning of the Trade Descriptions Act 1968.

Director Publications will not be held responsible for any printing errors arising from the late arrival of copy. If copy is not supplied in time for press, last copy used will be inserted. If no copy is available, Director Publications copy will be inserted. No positional guarantee can be given for loose inserts.

CDs, colour proofs or other material supplied for the purpose of an advertisement are supplied at the advertiser's own risk and the publisher will bear no responsibility for any damage thereto or for any further consequent loss. The publisher reserves the right to destroy CDs, colour proofs and any other material, of whatever nature, after a period of three months, from the date of the last insertion of an advertisement utilising such artwork and other material.

Payment of accounts shall be made not later than the last day of the month of issue. If an account is overdue, and without prejudice to any other rights which it may have, the publisher reserves the right to suspend future insertions.



It's not just your career that needs to stay on course

AFTER HOURS

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