

DO YOU KNOW  
WHAT  
YOU'RE  
THINKING...



...WILL MY  
ADS LOOK  
BIG IN  
THIS?

# WOOF, WOOF!

**IRELAND'S FIRST AND ONLY  
OUTDOOR AND EXTREME SPORTS  
MAGAZINE - YOU'D BE BARKING  
MAD TO MISS IT...**

Just when you thought it was safe to go outside on your own - überdog, the Ireland's first and only outdoor and extreme sports magazine is set loose.

Conceived to fill a hole in the market for the rapidly growing outdoor and extreme sports scene, überdog is the first of it's kind. Content is devoted to the local mountain bike, BMX, surf, skate, climbing and kayak scene. Editorial features an irreverent, eclectic mix of all things outdoors and the pages contain a mixture of information, photography, fashion, mayhem, madness and most importantly - fun.

## WHAT'S IT ALL ABOUT?

überdog magazine is Ireland's first and only outdoor and extreme sports magazine. It covers all aspects of mountain biking, surfing, BMX, skate boarding, climbing, canoeing, free running, diving, kiting, caving and off-roading - plus all other types of 'alternative' pastimes.

Content is generated by the latest happenings, events, people and latest activities to take the

extreme sports scene

by storm. Editorial contributors are the

people on the ground that live, sleep and breathe their sport - no impostors need apply.

Readers are encouraged to interact with the magazine via the überdog website and Facebook, making the magazine their own and driving the content in the direction that strikes home.



**DOES  
YOUR BUSINESS  
DEAL WITH PEOPLE WHO  
SPEND THEIR FREE TIME  
UP A MOUNTAIN, ON A BEACH,  
UP A WALL, THROUGH A HEDGE,  
UNDER A WATERFALL,  
DOWN A DITCH OR IN A CAVE...?  
LET US HELP YOUR BUSINESS TO  
BLOW ITS TRUMPET BY  
PROVIDING A BESPOKE  
ADVERTISING  
PACKAGE.**

They read überdog because it champions their chosen activity. It validates their cause and gives credibility to what some might see as a fringe sport. It informs them about other, similar activities - even some that they've never heard of. It has all the latest, local news, products and events, keeping them in touch with the extreme sports scene.

## CONTENT YOU WON'T WANT TO MISS...

Each issue contains an adrenaline pumping mix of the latest happenings including:

**The Dog Meets:** Interviews with local stars in their field

**The Dog Digs:**

Pages dedicated to the latest products and innovations

**Doggy Style:** Pages dedicated to the fashion and culture surrounding core activities

**News:** Tell us what's going on in your neck of the woods and we'll tell the world

**Dog's Diary:** What's happening, when, where and how

## VITAL STATISTICS

- Published bi-monthly, costs £2.00/€3.00
- Top quality, professional, full colour reproduction throughout.
- Sold or circulated through newsagents, supermarkets, leading outdoor and sports shops, groups, societies and organisations, key events, leisure and sports centres
- The magazine is supported by the interactive website

[uberdogmagazine.co.uk](http://uberdogmagazine.co.uk) and a Facebook site. Magazine content is duplicated on the internet, with applicable news, products or fashion items linking directly to advertisers websites or email.



**WEBSITE STATISTICS: FEBRUARY 2011**  
 10,172 UNIQUE USERS  
 761 SINGLE DAILY PEAK  
 363 DAILY AVERAGE  
 & 18,363 PAGE VIEWS

# WHO'S ÜBERDOG FOR?

## PRIMARY READERSHIP...

- ★ Most likely male, aged 14-30.
- ★ Loves the outdoor life - lives for the weekend, hates Monday mornings, hates schedules and regime, doesn't own a comb, wants a tattoo.

- ★ Owns either a MTB, BMX, skateboard, pair of blades, surfboard - or other similar weapon.

- ★ Spends 90% of life in t-shirt, jeans and trainers. Other 10% is spent in either a wetsuit, helmet, checked shirt or nude.

- ★ He is used to the sight of his and his friend's blood, he is familiar with the taste of mud, seawater and badly barbecued sausages.

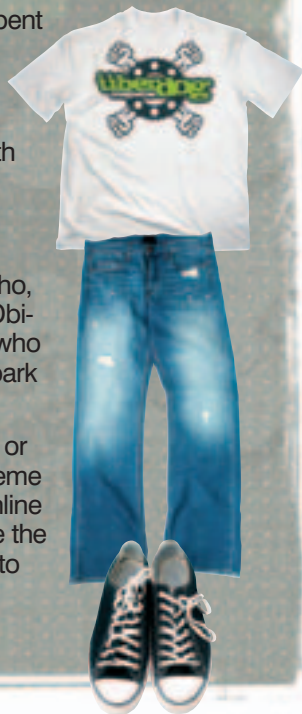
- ★ Heroes include Johnny Knoxville, Pritchard, Pancho, Tony Hawk, Matt Hoffman, Obi-Wan Kenobi and that guy who broke his arm down the park last year.

- ★ When not outdoors or down the local extreme sports shop, they're online - favourite sites include the local one's dedicated to their activity and all the social networking sites.

THERE ARE CURRENTLY 175 OUTDOOR ACTIVITY PROVIDERS, 179 CLUBS AND 33 ASSOCIATIONS REGISTERED ON THE FUNDED [WWW.OUTDOORNI.COM](http://WWW.OUTDOORNI.COM) SHOWING THE SCALE OF THE MARKET



IN IT'S 2008/09 ACTIVITY TOURISM MARKETING ACTION PLAN, THE NITB PLEDGED TO INCREASE AWARENESS OF NI AS AN ACTIVITY TOURISM DESTINATION IN UK AND ROI AND INCREASE AWARENESS OF THE NI ACTIVITY PRODUCT RANGE TO UK, ROI AND NI DOMESTIC MARKET\*



## SECONDARY READERSHIP...

- ★ Male or female, Aged 20-40, has a professional career, mortgage and long term partner.
- ★ Has a chosen activity which they are religious in their devotion to.
- ★ They spend a lot of money on this activity and can afford the best of everything. They like to buy local because it means that there's no waiting for delivery and they appreciate the local after sales service.
- ★ They take great pleasure on Monday morning telling their mundane work mates about their 'crazy' weekends. Secretly these mundane people are very jealous. Our people know this fact - it pleases them.
- ★ They have a tattoo. It may be small, hidden and quite conservative, but it's still a tattoo.
- ★ They have an iMac which they use as a hub for their many, many digital attachments. They check their Facebook, Twitter and MySpace first thing every morning and last thing every night.

**EXTREME SPORTS ARE UNDERTAKEN BY 1.7% OF BRITISH ADULTS GIVING A FIGURE OF 23,720 NORTHERN IRISH PARTICIPANTS. THIS FIGURE EXCLUDES CHILDREN AGED UNDER 16 WHO ACCOUNT FOR MANY OF THE PARTICIPANTS.**

**SOURCE: KEY NOTES MARKET REPORT. BASED ON 2008 NI CENSUS.**



**A TOTAL OF 44,133 PARTICIPANTS WERE RECORDED FOR ADVENTURE ACTIVITIES IN NORTHERN IRELAND IN 2008, A SHARP RISE FROM THE 17,479 FIGURE RECORDED FOR 1995**

**THE FOLLOWING SECTORS SHOWED THE HIGHEST LEVELS OF PARTICIPATION:**

**MOUNTAIN BIKING 15,000  
SAILING 12,000  
SURFING 7,580  
CANOEING 2,600**

**SOURCE: TRENDS IN ADVENTURE ACTIVITIES REPORT PUBLISHED BY COUNTRYSIDE AND ACCESS NETWORK IN APRIL 2009**

## TERTIARY MARKET...

- ★ Boys aged between 10 and 14 who want to be part of the action.
- ★ Girls aged between 14 and 25. All areas of the extreme scene are seeing girls move from fence top spectators to enthusiastic participants.
- ★ The mums, dads and older siblings of the primary market who want to understand what the sport's all about
- ★ Visitors from neighbouring shores. The Northern Ireland Tourist Board has committed to advertising the province as an outdoor activity sports destination.

# A QUICK COMPARISON

## **ADVERTISING IN A PROVINCE WIDE, DAILY NEWSPAPER**

**WHAT DOES £1000 BUY YOU? 10CM X 14CM, APPROXIMATE FIFTH OF A PAGE**

- \* Targeted at non-specific audience, shelf life of just one day, editorial not specific to your business, newsprint not the greatest quality reproduction

## **ADVERTISING IN A NATIONAL MAGAZINE**

**WHAT DOES £1000 BUY YOU? HALF PAGE FULL COLOUR ROM INSERTION**

- \* Only available in large newsagents and retailers, Distributed across the UK - how many sell in your area? Only bought by a very specific readership.

## **ADVERTISING IN A LOCAL WEEKLY NEWSPAPER**

**WHAT DOES £1000 BUY YOU? FULL PAGE IN BLACK AND WHITE  
(SPOT COLOUR ADD 10% ONTO COST, FULL COLOUR ADD ON 50%)**

- \* Targeted at non, specific audience, shelf life of just a few days, editorial not specific to your business, newsprint not the greatest quality for pictures, only seen by people within your local community - people who already know you exist.

## **ADVERTISING IN ÜBERDOG MAGAZINE...**

Distributed bi-monthly right across Ireland, bought and read by people dedicated to their and your sport, available from all major newsagents, shops and extreme sports shops, highest quality repro and production, relevant editorial content, large cross-over readership introducing people from other disciplines to your products, association with a well known, much respected, local, fun publication

**WHAT DOES £500 BUY YOU?  
FULL PAGE, TOP QUALITY,  
FULL COLOUR ADVERT PLACED  
AMONGST ASSOCIATED EDITORIAL**

**MAGAZINES  
ARE THE MEDIUM  
SEEN TO HAVE THE  
MOST RELEVANT  
ADVERTISING TO  
CONSUMERS WITH 34%  
OF PEOPLE AGREEING  
COMPARED TO 23%  
FOR TV**

SOURCE: FPA MARKETING

# ADVERTISING

## PRINT ADVERTISING RATES 2011

Double page spread ~~£800~~ or ~~€1,000~~ 420mm x 297mm

**SPECIAL SUMMER OFFER - DPS is £700 or €875**

Full page advert **£500** or **€625** 210mm x 297mm

Inside front cover **£650** or **€810** 210mm x 297mm

Inside back cover **£650** or **€810** 210mm x 297mm

Outside back cover **£750** or **€935** 210mm x 297mm

Logo on front cover **TBD** sizes and prices on request

Logo plus inside front cover **TBD** sizes and prices on request

Half page advert (landscape) **£275** or **€340** 177mm x 133mm

Half page advert (portrait) **£275** or **€340** 85mm x 273mm

Quarter page advert **£150** or **€185** 85mm x 133mm

Quarter page strip advert **£150** or **€185** 177mm x 64mm

Page sponsorship **£150** or **€185** per page, sizes on request

Directory enhanced listing **£300** or **€375 per year** 6 adverts x £50 each

All measurements are width x height. All prices subject to VAT. All rates valid until 30 April 2011.

## ONLINE ADVERTISING RATES 2011

Available upon request - please contact for details.

## LOYALTY DISCOUNTS

Advertisers booking on series will be rewarded with the following discounts:

**three issues 5% six issues 10%**

## 2011-2012 FORECAST

**ISSUE 6 'CYBER' EDITION:** March / April 2011 Online: **early March 2011**

**ISSUE 7:** May/June 2011 On-shelf: **early May 2011**

**ISSUE 8:** July / August 2011 On-shelf: **early July 2011**

**ISSUE 9:** September / October 2011 On-shelf: **early September 2011**

**ISSUE 10:** November / December 2011 On-shelf: **early November 2011**

**ISSUE 11:** January / February 2012 On-shelf: **early January 2012**

**ISSUE 12:** March / April 2012 On-shelf: **early March 2012**

## TECHNICAL SPECIFICATIONS

**Preferable format:** Press-ready PDF, at the correct size (saved at 100%), with fonts embedded, images saved at 300dpi, registration marks and bleed.

**Acceptable formats:** QuarkXPress, Illustrator, InDesign, Freehand and Photoshop. Supplied with all fonts used and images saved at 300dpi.

Advertisements that do not conform to this criteria or that require extra production, will incur a design and production fee.

**Design:** A design service for adverts is available. Details and prices on request.



## CALLING THE DOG:

advertising opportunities:

telephone: 028 9127 0058

email: [sales@uberdogmagazine.co.uk](mailto:sales@uberdogmagazine.co.uk)

editorial content :

telephone: 028 9127 0058

email: [editorial@uberdogmagazine.co.uk](mailto:editorial@uberdogmagazine.co.uk)

design:

telephone: 028 9127 0058    mobile: 077 1184 6246

email: [design@uberdogmagazine.co.uk](mailto:design@uberdogmagazine.co.uk)