

RECREATION

The Journal of the Institute of Sport and Recreation Management

MEDIA
INFO
2010

Swim, Gym, Play... advertise your business to thousands of qualified managers and decision-makers in the sports and leisure industry



“It is a pleasure to work with the advertising team at *Recreation*. They completely understand the Pulse portfolio of products and services and proactively help us to market, promote and position ourselves within the magazine and at ISRM events”
Pulse Fitness Ltd

Six great ways to promote your business in 2010

- ISRM Recreation Journal ● ISRM.co.uk
- ISRM eNews ● ISRM Exhibition and Conference
- ISRM Regional Meetings ● ISRM Mailings

RECREATION **ISRM**
Managing and Developing Sport

Get in touch
For all advertising enquiries, contact James Smyth on
01223 477428 or email **james@cpl.biz**



THE INSTITUTE OF SPORT AND RECREATION MANAGEMENT (ISRM)

The ISRM is the professional body for sport and recreation management in the UK. It promotes health for the benefit of the public by providing education, training and new technology and by encouraging active participation in sport and recreational activities.

The ISRM membership encompasses the public and private sectors, and national sports bodies. The membership reflects the diversity of the sport and recreation industry.

RECREATION

Recreation is the official publication of the ISRM and is circulated to all the members of the Institute.

The journal is a reference source widely used by facilities managers, industry buyers, heads of leisure and recreation services within local authorities, private sector management companies and national sporting bodies.

Recreation offers accurate, in-depth coverage within the diverse world of sport, leisure and recreation and is a key link for promoting products and services to the decision-makers of sport and leisure facilities in the UK.

CIRCULATION

ISRM membership is mainly made up of:

Public sector 64%

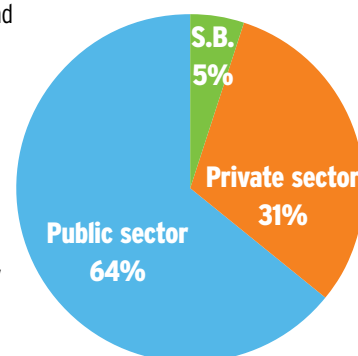
- County, borough and district councils throughout the UK have ISRM members - from heads of leisure services through to managers of individual leisure and sports centres and swimming pools;
- Universities and colleges - from heads of sports facilities through to head ground-keepers throughout the UK; and
- HM Forces & HM Prisons - fitness centre and sports facilities managers.

Private sector 31%

- Recreation and facilities managers of holiday parks, including Butlins and Center Parcs;
- Hotel gym and pool managers, such as Choice Hotels and Hilton Leisure;
- Gym and fitness managers, including David Lloyd Leisure, Fitness First and Next Generation;
- Private swimming pool owners and managers;
- Golf club owners and facility managers;
- Sports and leisure consultants; and
- Professional sports clubs.

Sporting bodies 5%

- Including the FA, Professional Footballers Association, Rugby Football Union, Rugby Football League, Lawn Tennis Association, British Gymnastics Association, British Cycling Association, Amateur Swimming Association, Amateur Athletics Association, Badminton Association, ECB, England Netball; and
- Youth Sports Trust, Sports Scotland, London Youth, Sports Council for Wales and Sports Council for Northern Ireland.



“Unlike many leisure-based magazines, *Recreation* is sector-specific and offers the readership practical, effective solutions. Above all it is relevant and current”

Icon Training Ltd



ADVERTISING OPPORTUNITIES

DISPLAY ADVERTISING

DOUBLE PAGE SPREAD	£2,000
FULL PAGE	£1,100
HALF PAGE	£695
QUARTER PAGE	£400

- A 10 per cent discount is available for advertisers in two to five consecutive issues.
- A 30 per cent discount will be available for advertisers in six to 10 consecutive issues. (Sizes can be altered if needed).

DOUBLE PAGE SPREAD Bleed 303mm x 426mm Type 277mm x 400mm Trim 297mm x 420mm	FULL PAGE Bleed 303mm x 216mm Type 277mm x 190mm Trim 297mm x 210mm	HALF PAGE Bleed 151mm x 216mm Type 133mm x 190mm Trim 145mm x 210mm
HALF PAGE STRIP Bleed 265mm x 90mm Type 265mm x 90mm Trim 297mm x 95mm	QUARTER PAGE Bleed 147mm x 106mm Type 133mm x 90mm Trim 140mm x 100mm	QUARTER PAGE STRIP Bleed 303mm x 59mm Type 277mm x 40mm Trim 297mm x 53mm

SUPPLIERS REGISTER

PAGE	ADVERT SIZE (W X H) PRICE	10 ISSUES TOTAL (PLUS FREE HANDBOOK ENTRY)
1/16	43mm X 63mm	£450
1/8 VERTICAL	43mm X 126mm	£695
1/8 HORIZONTAL	91mm X 63mm	£695
1/4 PAGE	126mm X 91mm	£1,100

In addition to the regular adverts listed above, we can accommodate special requests such as:

- **False covers** - the advertiser supplies the main cover front and back and the inside front and back cover. (We will still include the masthead.)
- **Bounded inserts/pull outs** - an 8pp bound-in insert using the advertiser's artwork.
- **Fold-out front covers** - An 8pp gatefold or roll-out. A belly band with four-colour processes on one side only, on 130 gsm, matt or gloss, (advertiser supplies artwork).

ADVERTORIALS

If you would like to inform potential clients about your company and feel an advert will not contain enough information, why not place an advertorial? This gives you control of content with the flexibility of an editorial format. One full page is £795, a double-page spread costs £1,195 and a four-page feature is £2,000

INSERTS

Inserts can be included with the magazine - 4,000 copies are required.

WEB ADVERTISING (WWW.ISRM.CO.UK)

Home page: two web banners are available on the home page. The banner size is 487 pixels wide x 100 pixels high.

These banners can be static or animated. The cost is £1,000 per three-month period.

ENEWS SPONSORSHIP

Every fortnight the ISRM produces its eNews bulletin. This is a requested email service that is distributed to more than 9,000 subscribers each month. There is a single banner position available on the eNews service. The size is 470 pixels wide by 97 pixels high and the cost is £2,100 per quarter.

FACILITIES MAILING

The ISRM sends a quarterly mailing to its members and associates with new course information and news of what is going on in their area. Companies can send their literature via this mailing service.

For further information please contact

James Smyth,
Advertising Sales,
ISRM Recreation
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Email: james@cpl.biz



RECRUITMENT SERVICE

Use the ISRM's web, print and email service to advertise your organisation's sports and leisure industry job vacancies to ISRM members and partner organisations.

Recruiters can promote their vacancies to qualified professionals for £400 per job.

THE RECRUITMENT SERVICE PROVIDES:

- A job advertisement in *Recreation*
- Full job description on the ISRM web site (www.irmsr.co.uk) and at www.leisurejobs.com
- A feature on the twice-monthly email service to members

COSTS

- Quarter page advert, web entry and eNews - £400
- Half page advert, web entry and eNews - £600
- Full page advert, web entry and eNews - £800

2010 FORWARD FEATURES LIST

Jan/Feb	Gym retention
March	Playgrounds
April	Parklife
May	Gym Facilities
June	Pool chemicals
July/Aug	Energy saving
Sept	LIW preview
Oct	Gym equipment
Nov	ISRM Conference preview
Dec	Gym equipment - what's new for Christmas

RECREATION: 2010 PUBLICATION SCHEDULES

JANUARY / FEBRUARY 2010

Editorial/ad plan deadline	Wed 6 January
Mailout begins	Wed 27 January

MARCH 2010

Editorial/ad deadline	Wed 3 February
Mailout begins	Wed 24 February

APRIL 2010

Editorial/ad deadline	Wed 3 March
Mailout begins	Thurs 25 March

MAY 2010

Editorial/ad deadline	Wed 7 April
Mailout begins	Wed 28 April

JUNE 2010

Editorial/ad deadline	Wed 5 May
Mailout begins	Wed 26 May

JULY / AUGUST 2010

Editorial/ad deadline	Wed 7 July
Mailout begins	Wed 28 July

SEPTEMBER 2010

Editorial/ad deadline	Wed 4 August
Mailout begins	Wed 25 August

OCTOBER 2010

Editorial/ad deadline	Wed 8 September
Mailout begins	Wed 29 September

NOVEMBER 2010 (Conference preview)

Editorial/ad deadline	Wed 6 October
Mailout begins	Wed 27 October

DECEMBER 2010

Editorial/ad deadline	Wed 17 November
Mailout begins	Wed 8 December



“The editorial content is sharp, current and relevant to the readership. *Recreation* has an authoritative place in the market and is the first port of call for reliable and detailed information, from current events to product news and features”
Hippo Leisure Ltd

