

Advertise with

Filament

Lovely men
Saucy fiction
Smart reading

Reach the
world's
SMARTEST
women

'LOOKS
BEAUTIFUL'

- BBC World Service

'ARTISTIC
PHOTOSHOOTS'

- The Independent

'INTELLIGENTLY
WRITTEN'

- The Evening Standard

FOR WOMEN WHO LIKE HOT MEN AND INTELLIGENT THOUGHT

Do you want to reach
**smart,
switched-on
women**
around the world?



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

Who reads Filament?

8,250 copies are read by **24,750** women each quarter.

Through online sales and international press coverage, we have achieved a truly global readership:

- 57% UK
- 30% USA
- 13% Rest of World

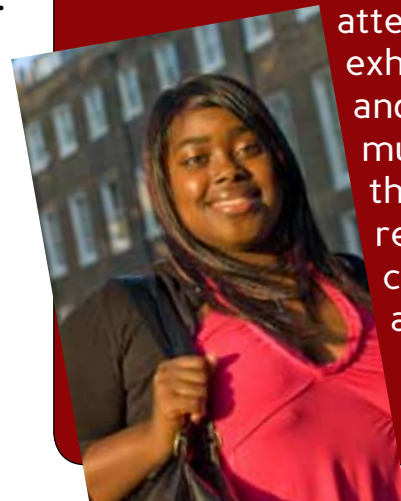
Average age
29

Average income
£34,000

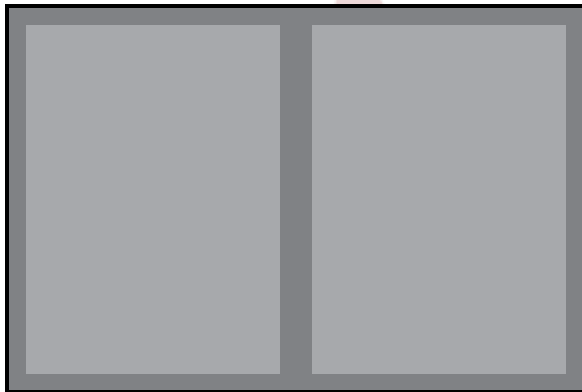
69% hold a Bachelor's degree, Master's or Ph.D
65% are in a relationship
25% have one or more children

Most popular pastimes:
Going to live music and films, exercise, eating out, sports and dance, having a drink with friends,

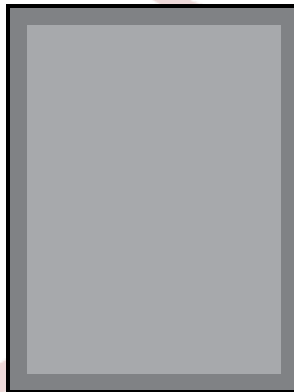
attending exhibitions and museums, theatre, reading, cooking and craft.



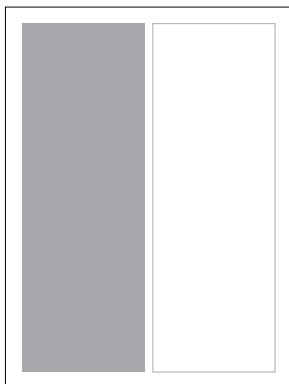
2010/11 advertising rates and information



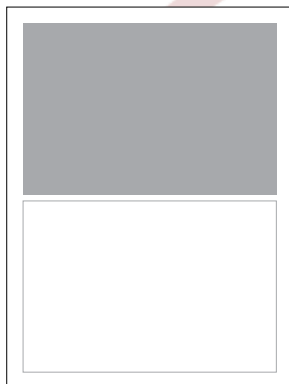
Double page spread



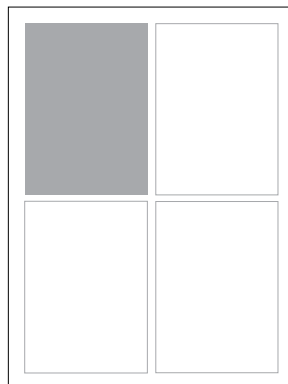
Full page



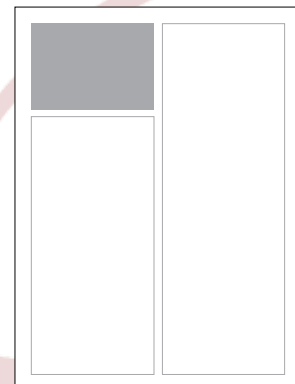
Half page (portrait)



Half page (landscape)



Quarter page



Eighth page

Size	One issue	Two issues	Four issues	Type (mm)	Trim (mm)	Bleed (mm)
Double page spread	£2,250	£4,050	£7,200	256 x 372	280 x 420	286 x 426
Full page	£1,250	£2,250	£4,000	186 x 256	210 x 280	216 x 286
Half page (portrait)	£680	£1224	£2175	90 x 256	n/a	n/a
Half page (landscape)	£680	£1224	£2175	186 x 126	n/a	n/a
Quarter page	£375	£675	£1200	90 x 126	n/a	n/a
Eighth page	£205	£369	£656	90 x 63	n/a	n/a

**First-time
advertisers:
10% off!**

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
September 2010	10 August 2010
December 2010	10 November 2010
March 2011	10 February 2011
June 2011	10 May 2011

For all advertising enquiries

Lola Olson
lola@filamentmagazine.com

Filament magazine
PO Box 65003, London N5 9AN, United Kingdom

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