

* advertisement rates

ADVERTISEMENT SIZE	STANDARD RATE
Double page Spread	£1800
Back Cover	£1300
Inside Front Cover	£1200
Inside Back Cover	£1100
Full Page	£1000
Half Page	£600
Third Page	£400
Quarter Page	£275
Special Positions	+15%

TWO TRIBES DISCOUNT

All rates quoted are subject to a discount of 20% for bookings made in both issues of *Tribe* per season.

* copy deadlines

ISSUE	COPY DEADLINE	PUBLISHED
<i>Tribe</i> (autumn)	Mid August	Mid-September
<i>Tribe</i> (winter)	Mid December	End-December

PAYMENT TERMS

Payment in full 14 days after publication

* artwork

For full-page ads, please supply artwork as print-ready pdf with all printers guides. For smaller ads, please supply copy as a Mac eps, tiff or jpeg file (with fonts embedded or converted to lines). Other formats will be accepted only by special arrangement, and there will be a charge for conversion to a format we can use. If fonts are required to reproduce your files, they must be supplied.

Please email files to enquiries@jennysemplesdesign.co.uk

To book space in Tribe

PLEASE CONTACT US...

+44 (0)20 8785 3888

alex@natives.co.uk

Natives.co.uk Ltd
263 Putney Bridge Road
London
SW15 2PU
United Kingdom



Proofs: Ideally you should supply Natives with a high-quality pre-press proof (digital Chromalin or equivalent) with your ad for use as a colour guide at the time of printing.

In the absence of such a proof, we will generate a colour laser proof to supply to the printer. However, this will not be used as a precise colour guide on press.

THE FREE SNOWSPORTS MAGAZINE FROM NATIVES.CO.UK

tribe

MEDIA INFO * WINTER 2011

talk to the people

THE NEW WAY TO REACH THE SNOWSPORTS COMMUNITY

* 20,000 copies means great value for money

*** don't delay!**

LIMITED ADVERTISING SPACE AVAILABLE IN EACH ISSUE

Ski * Board * Travel * Equipment * Events * Reviews * Competitions * Advice *

*whytribe?

Now in its 11th year, Natives.co.uk is established as the leading snowsports community in the UK.



With online distribution of over 400,000 visitors per month, and awards for 'Best Website' and 'Best Snowsports Event', Natives has the audience and the **proven track record** to maintain *Tribe* as a success.



We do this by sticking to what makes Natives so effective:

- 1 IT'S FREE: *Tribe* is available free of charge to all readers
- 2 IT'S ABOUT EDITORIAL: *Tribe* has only limited advertising.
- 3 IT'S INDEPENDENT: Like Natives, *Tribe* has its own distinct voice.



Our readers are **the ideal audience for advertisers** – they are the dynamic heart of the UK's snowsports industry.

When you are serious about your snowsports, you're prepared to spend more... and our audience is more experienced, travels more often, shops more often and is asked more often for advice than any other group in snowsports.

Natives has been **consistently successful** in building our audience, because we treat them with respect, we are not overly commercial and because our audience trusts us. Readers like *Tribe* because of these same values.

*distribution

Tribe guarantees that you can directly **reach this influential group** as our distribution points have been specifically chosen to ensure readers can pick up copies **COMPLETELY FREE OF CHARGE**.

Tribe has a circulation of approximately **20,000 copies**, distributed through the existing Natives network. This means distribution at events such as the UK's ski and snowboard shows, the Show Love Tour, the Workers Challenge race series and the London Freeze.

Distribution partners include Snow+Rock, all SNO!zones, Chambery airport, BUSC and Kings Racing, university ski/board clubs, and through the Ski Republic shops and key bars in the Alps, like the Dicks Tea Bar chain.

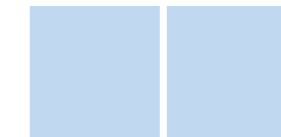


*advertisingspecifications

Advertising space in Tribe is available in the following sizes...

DOUBLE PAGE SPREAD

BLEED: W426x216mm
TRIM: W420x210mm
TYPE: W400x186mm



FULL PAGE

BLEED: W216x216mm
TRIM: W210x210mm
TYPE: W186x186mm



1/2 PAGE VERTICAL

BLEED: W108x216mm
TRIM: W102x210mm
TYPE: W90x195mm



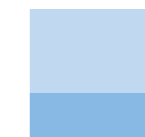
1/2 PAGE HORIZONTAL

BLEED: W216x108mm
TRIM: W210x102mm
TYPE: W195x90mm



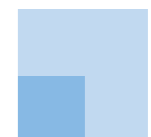
1/3 PAGE HORIZONTAL

BLEED: W216x72mm
TRIM: W210x66mm
TYPE: W195x52mm



1/4 PAGE

BLEED: W108x108mm
TRIM: W102x102mm
TYPE: W90x90mm



*who are the tribe?

- 83% aged 16-34
- 62% male, 38% female
- 56% skiers, 43% boarders
- 36% have income over £30k
- 24% are currently working seasons
- 99% go skiing/boarding at least once a year
- 82% are advanced or expert level skiers/boarders
- 74% buy a new board/skis at least every 3 years
- 62% buy new clothing/accessories every year
- 53% spend over £1000 on trips to the snow each year
- 74% travel at least twice to resort each season