

*advertismentrates

| 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 are subject to a discount of 20% for bookings made in both issues of Tribe.

*copydeadlines

| ISSUE | COPY DEADLINE | PUBLISHED |
|--------|---------------|---------------|
| Autumn | 15 August | Mid-September |
| Winter | 01 December | End-December |

PAYMENT TERMS

Payment in full within 30 days of publication

*artwork

Please supply copy as a Mac eps file (with fonts embedded or converted to lines), supplied on CD with a colour proof if colour matching is important. 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 send disks to Tribe Production, JS Design, 13 Hatfield Buildings, Bath BA2 6AF.

Alternatively, small files (under 20MB) can be sent by email to jsample@gotadsl.co.uk

To book space in Tribe

PLEASE CONTACT REBECCA MILES

+44 (0)20 8788 4271
tribe@natives.co.uk

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



Proofs: Ideally you should supply 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.

Tribe Production will supply you with a lo-res pdf proof by email once your ad has been placed on the page for your approval.

tribe

**MEDIA INFO
RATE CARD**

THE FREE SNOWSPORTS MAGAZINE FROM NATIVES.CO.UK

talk to the people

THE FREE SNOWSPORTS
MAGAZINE WITH AN
INDEPENDENT VOICE

20,000 copies
and an avalanche
of content

***don't delay!**
**LIMITED ADVERTISING SPACE
AVAILABLE IN EACH ISSUE**

whytribe?

Tribe is the FREE magazine from Natives – the UK's leading snowsports community.



Like Natives.co.uk, 'Tribe' has been a great success since its launch in 2006. But what is it that makes 'Tribe' different?

1 IT'S FREE - Like Natives, 'Tribe' is free as well as 20,000 printed copies, it is available online and also via our fortnightly email newsletter (another 25,000 opt-in subscribers).

2 IT'S ABOUT EDITORIAL - Like Natives, 'Tribe' is very much about content and is deliberately 'ad-lite'. Readers pay more attention to adverts in 'Tribe' than in other magazines.

3 IT'S INDEPENDENT – Like Natives, 'Tribe' has its own distinct voice. Just as 'Tribe' is a different size from other magazines, so our voice is different and free of generic stories.



© SALOMON SNOWSPORTS

greatdistribution

1 THE PERSONAL TOUCH - We could distribute more than 20,000 copies per issue, but unlike some magazines, we don't use a generic list of distribution points – every one of our distributors are managed personally.

2 TRIBE IN THE ALPS - Even better for advertisers, as well as our exclusive UK agreements, we have invested significantly to ensure that Tribe is widely available in the Alps, as well as the UK.

3 TRIBE GETS READ - Finally, because we want our magazine be read by as many people as possible, we will never 'dump' magazines – all issue of 'Tribe' arrive in the hands of readers.

who are the Tribe?

- 83% aged 16-34
- 62% male, 38% female
- 56% skiers, 43% boarders
- 36% have income over £30k
- 74% buy a new board/skis at least every three years
- 62% buy new clothing/accessories every year
- 99% go skiing/boarding at least once a year
- 82% are advanced or expert level skiers/boarders

Source: Survey of 278 'Tribe' readers, Dec 2007-Feb 2008

distributionpoints

UK

- Snozzone Castleford
- Snozzone Milton Keynes
- Snozzone Scotland
- Snow+Rock (all UK stores)
- Bracknell Ski & Snowboard Centre
- Midlothian Ski Centre, Edinburgh
- GJ's Bar, London
- Putney Chiropractic, London



Student Events

- British Universities Dry Slope Championships
- British Universities Alpine Championships
- Oxbridge Varsity Alpine Championships
- Kings Ski Club Race Series
- ...plus over 20 sponsored University Clubs

Shows

- Metro Ski+Board Show, London Olympia
- British Ski+Board Show, Birmingham NEC
- British Ski+Board Show, Manchester GMEX
- The Outdoors Show, Birmingham NEC
- Cliffhanger, Sheffield

Events

- The Natives Show Love Tour
- The Natives Workers Challenge Race Series
- The UK Snowsports Summer Weekender
- The Boss des Bosses, Chamonix
- The British Snowsports Tour

The Alps

- Meribel - Jacks Bar, Bar Evolution, Freeride.fr
- La Tania - Pub Le Ski Lodge
- Courchevel 1850 - Le Kalico
- Val Thorens - Viking, The Underground, Frog & Roastbeef
- Les Menuires - Brewskis
- Tignes - The Loop Bar, The Jam Bar
- Chamonix - Le Jeckyl
- Val d'Isere - Le Petit Danois
- Bourg St Maurice - The Trading Post
- St Anton - Scottys
- ...plus all Lotus Supertravel chalets

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

