

sport play recreation leisure



paf magazine
media pack 2020



Looking at the design, build and delivery of physical activity facilities

physical activity facilities magazine (paf) is the leading magazine for the physical activity sector and a key resource for professionals working in the design, build and operation of facilities for sports, fitness, recreation, leisure and play.



Published six times a year, **paf magazine** brings you the latest news, analysis, projects and trends taking place in the public, private and education sectors along with examples of innovation and best practice.

We showcase projects in the UK as well as the rest of the world to give our readers insight into the trends and exciting developments taking place in sport and physical activity.

In addition, www.pactfacilities.co.uk features the latest news in the sector.

We're always interested to hear from you whether you are involved in a new project or want to share your views.

Please get in touch. We'd love to hear from you.

Vicky Kiernander Editor
vicky@stable-media.co.uk

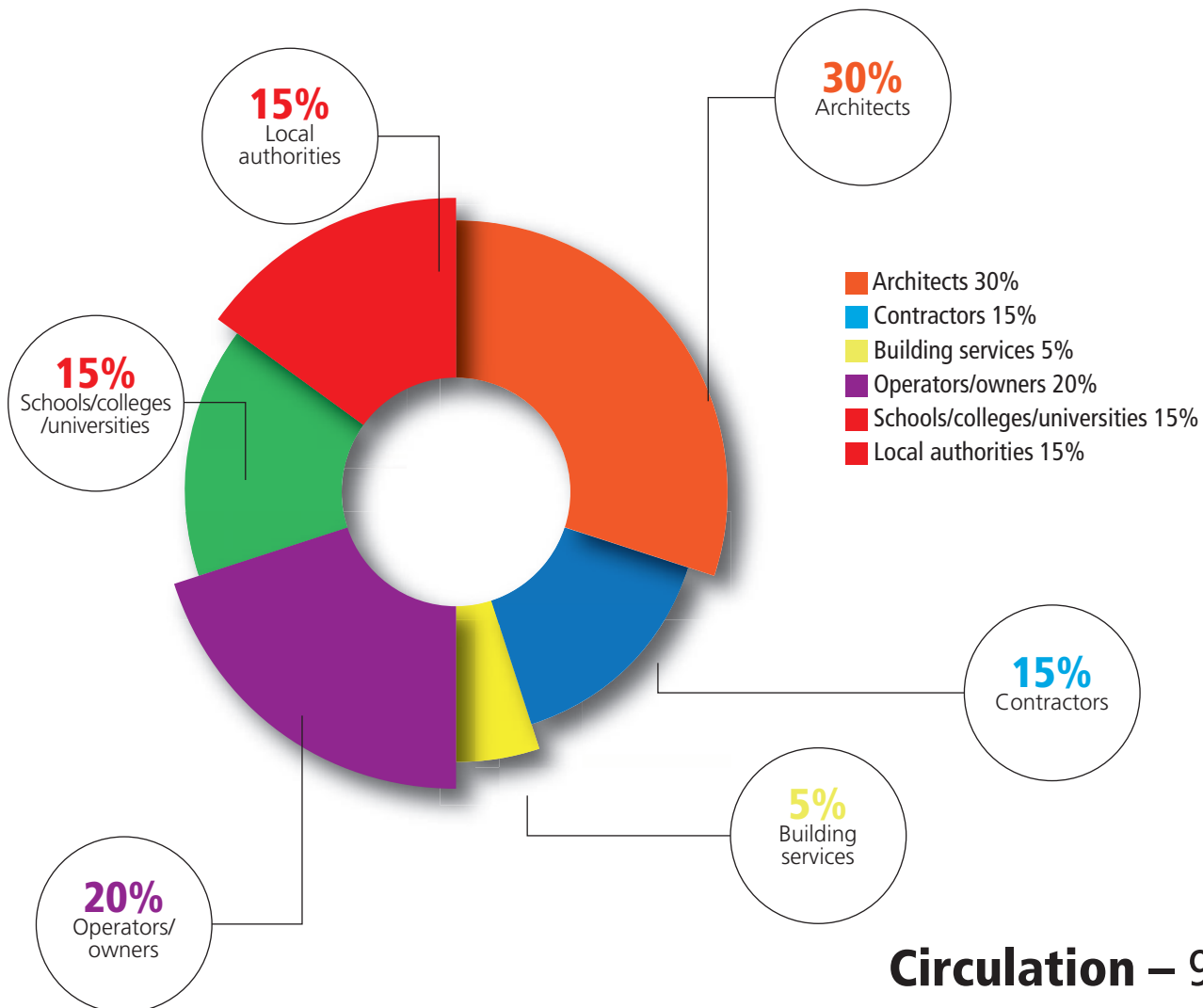


Our readers

paf magazine is the leading title in the UK's active leisure sector. Looking at the design, build and delivery of physical activity facilities as well as the day-to-day running and management, paf magazine targets all stages of the building & procurement chain

Published SIX times per year -

Dec/Jan, Feb/March, April/May, June/July, Aug/Sept, Oct/Nov



Circulation – 9,760

Copies can be requested by joining our mailing list via our website or email links.

In each issue

Each issue of **paf magazine** features:

- interviews
- case studies
- expert opinion
- event previews
- industry trends
- new openings, refurbishments & redevelopments
- sustainability news
- international news & developments

SECTOR INFORMATION 2020

• The total number of active people – those doing at least 150 minutes of moderate intensity physical activity per week – is up to 28.6 million, an increase of over one million people since 2015. The number of inactive people – doing fewer than 30 minutes of moderate intensity physical activity per week – is down to 11.2 million, a decrease of 131,700 since 2015.

Sport England – Active Lives Adult Survey 2019

• Around 20 million adults in the UK are insufficiently active, putting them at a significantly greater risk of heart and

circulatory disease and premature death. The impact of physical inactivity and sedentary lifestyles also weighs heavily on UK healthcare, estimated to cost as much as £1.2bn a year.

British Heart Foundation – Physical Inactivity Report 2017

• Total UK health and fitness membership has broken the 10 million mark for the first time and the industry is now worth more than £5 billion. The penetration rate has reached 15.6% with every 1 in 7 people now a member of a gym.

Leisure Database Company – 2019 State of the UK Fitness Industry Report

• Sport in England generates a social value of more than £44bn. For every £1 spent on participating insport in England, £1.91 worth of benefit is generated in society.

Sport Industry Research Centre – Social Return on Investment in Sport (2016)

• Just 46.8% of children and young people (3.3 million) are meeting the new Chief Medical Officer guidelines of taking part in sport and physical activity for an average of 60 minutes or more every day. Meanwhile 29.0% (2.1m) do less than an average of 30 minutes a day.

Sport England – Active Lives Children and Young People Survey 2018/2019

E-MAGAZINES

The digital e-zine version of **paf magazine** presents the current issues in an easy-to-use page click-through format. This free service is interactive with direct links to websites and email addresses, with relevant video clips enhancing the viewing experience.

We are offering several opportunities to increase your company profile:

- Digital version e-mailed bimonthly to 10,000+ named readers
- A video clip on your advertisement providing you the opportunity to show your products actually in use
- A highlighted click-through to your website and direct e-mail facility
- Home page sponsorship



Advertising Opportunities

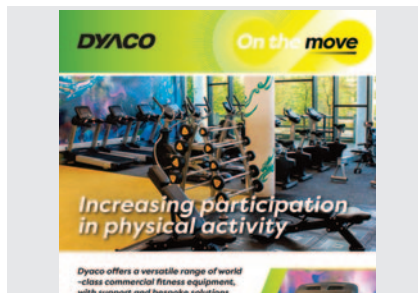
DIGITAL

paf magazine offers digital advertising opportunities with product bulletins, solus e-mails and website banners, tiles and videos. Reaching an audience of over 10,000 named readers.



Email product bulletin

Bulletins are a great way to get products seen by our 10,000+ database on a monthly basis. Promote a new product, case study or brochure. We can direct links through to the product itself, or can simply increase traffic through to your site.



Solus e-mails

We can broadcast your unique message to our 10,000+ named e-mail database. Solus e-mails can be sent on a date of your choice (subject to availability) and we can fully monitor how many opens and clicks it generates. All we need is an HTML document from you and we do the rest.



Website banner/tile/video

- The latest news stories and information on the UK education/build market
- E-mailed bimonthly to over 10,000+ named readers
- Links directly to the interactive digital version of paf/ magazine.

EVENTS

Associated business meeting & networking events

The physical activity facilities forum, the education building forum, the physical activity facilities forum Scotland, the education building forum Scotland, the sustainable buildings & estates forum and the holiday & leisure park development forum – Benefit from a series of pre-selected, face-to-face meetings with a mix of senior level architects, specifiers, contractors, project managers, local authorities, owners and operators all working on active projects in these booming sectors.

Please visit www.paf-forum.co.uk www.ebf-forum.co.uk www.paf-scotland.co.uk www.ebf-scotland.co.uk www.sbe-forum.co.uk www.hlpd-forum.co.uk for further information.



12th & 13th November 2020



12th & 13th November 2020



9th & 10th December 2020



9th & 10th December 2020



18th & 19th March 2021



TBC

Rates & specifications (print)

Guaranteed sales leads for advertisers – Take the risk out of your media budget

As an advertiser in **paf magazine** you will benefit from our guaranteed sales lead service, where we will send you the full contact details of readers that have specifically requested information on your product sector, thus ensuring a great ROI from ALL advertising booked.

Advertising Rates 2020			
Ad type	1 insertion	3 insertions	6 insertions
DPS	£3,795	£3,495	£3,245
Full Page	£1,945	£1,845	£1,695
Half Page	£1,075	£1,010	£935
Third Page Vertical	£850	£800	£750
Quarter Page	£600	£570	£525
Quarter Page Horizontal	£700	£650	£600
Quarter Page DPS	£1,300	£1,200	£1,100
Front Cover	On application		
Inside Front Cover		£2,175	
Outside Back Cover		£2,050	
Inserts		On application	

Magazine			
Ad type	Size	Bleed	Trim
DPS	265 x 370mm	303 x 432mm	297 x 420
One Page	265 x 185mm	303 x 216mm	297 x 210
Half Page (Horizontal)	125 x 185mm	150 x 216mm	
Half Page (Vertical)	265 x 90mm	303 x 110mm	
Third Page Vertical	57 x 242mm	75 x 303mm	
Quarter Page (Portrait)	125 x 90mm		
Quarter Page (Horizontal)	62 x 185mm		
Quarter Page (Vertical)	303 x 68mm	297 x 62mm	
Bulletin			
Image size	150 x 150 pixels †		
Image format	Digital JPEG, PDF, PNG, GIF, etc.		
Copy amount	No more than 50 words		

For more information please contact:

Matthew Fielder on 020 8288 1080 or email matthew@stable-media.co.uk

Rates & specifications (digital)

Website Digital Advertising Rates 2020

Ad type		PCM
Home page banner –		£500
Skyscraper		£750
MPU –		£250
News page banner –		£350
Sponsored content in news section –	- Leading story	£500
	- Secondary story	£350

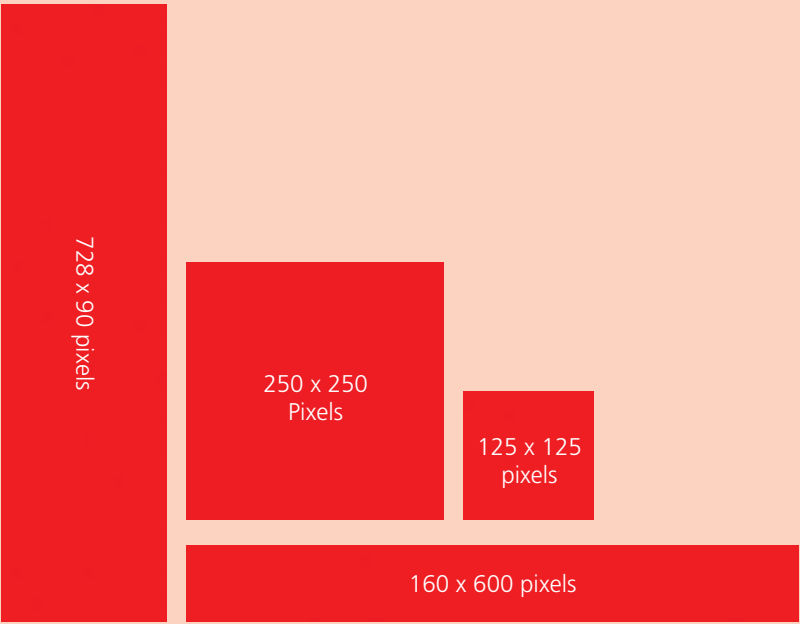
Ad type	Per Issue
Sponsor of the digital issue –	£300

Ad type	6 months	12 months
Tiles		
Small - Home page tile - 160 x 90 pixels	£650	£1,100
Large - Home page tile - 160 x 120 pixels	£750	£1,250

Ad type	1-5	6-11	12
Monthly email bulletins	£375	£325	£275

Ad type	1	4
Solus email	£1,000	£3,000

Website Ad type	width x height
Leaderboard	728 x 90 pixels
Square	250 x 250 pixels
Square Button	125 x 125 pixels
Skyscraper	160 x 600 pixels



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