
2011 INFORMATION PACK

THE FLY[®]

The Fly Magazine

Catherine Teeling

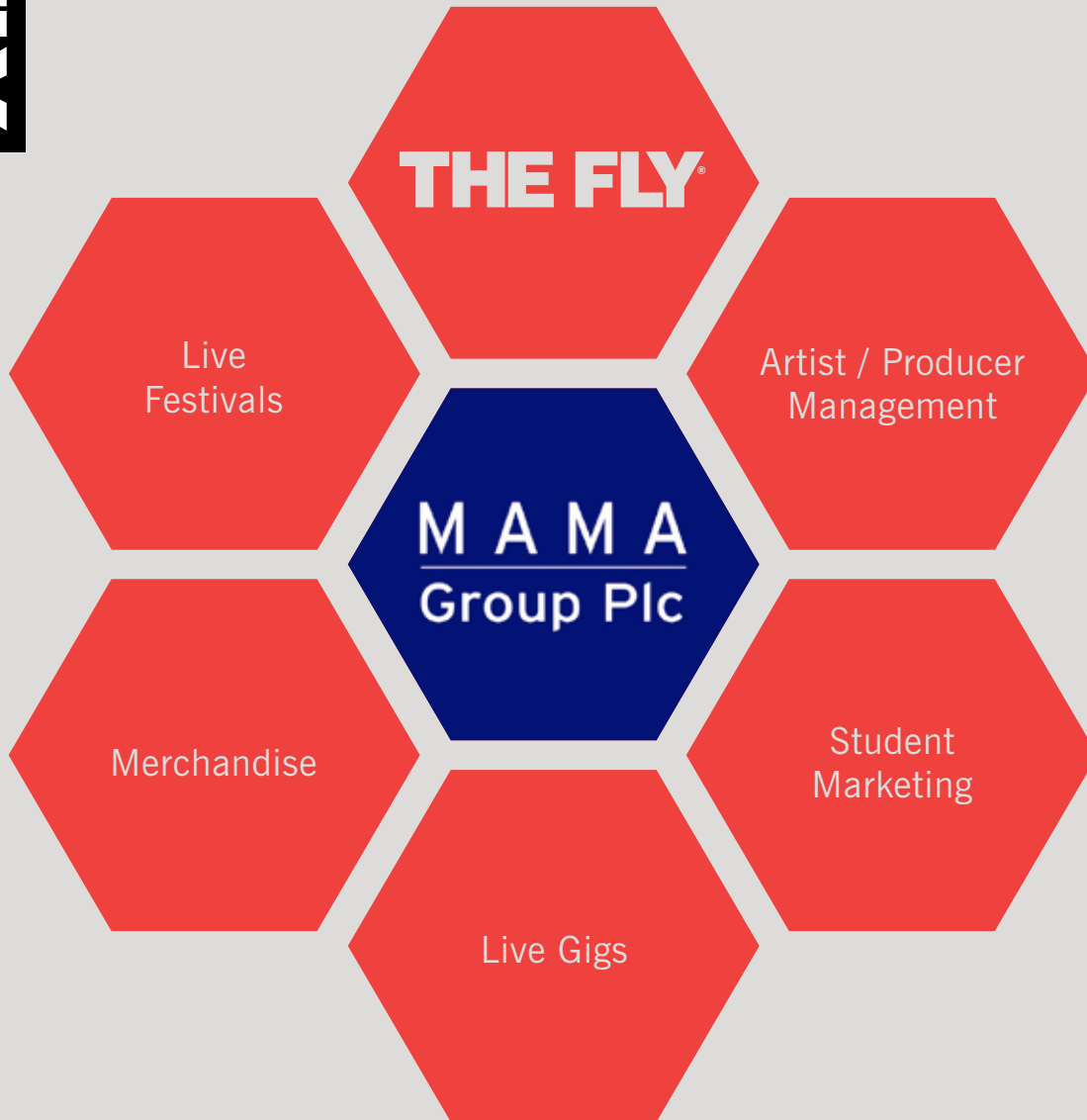
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“If a band appears on the cover, then you know that the editorial team wholeheartedly love that band. That’s unique.” NICK HODGSON, KAISER CHIEFS



THE FLY AND MAMA GROUP

The Fly is a part of the UK’s leading and most unique independent 360° music business. The artist and the fans are at the centre of all MAMA touch points.

In ten years, The Fly has grown from a listings guide to the UK’s biggest music monthly. Now firmly established as the authority on new music, it’s handed the likes of Muse, Coldplay, Razorlight, MGMT, Foals, White Lies, Friendly Fires, Laura Marling and more their first covers.

Filled with comment, reviews and features, its pages are bursting with a diehard, music-loving passion that’s reflected in its dedicated, ever-growing readership.

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“We’d like to be on the cover of The Fly... Can we be on the cover of The Fly? That’s pretty much all we read...” FRANKIE & THE HEARTSTRINGS



UNIQUE

UK's largest music title

Circulation: 100, 386*

Readership: 500,000**

Fan favourite

A monthly back pocket guide for music lovers.

Original Content

Features, News, Album reviews, live reviews, OnesToWatch and gig guide.

Distribution

Distributed in HMV, FOPP, TopMan, Levi's stores as well as independent record stores, bars and venues nationwide.

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*according to the ABC audit period Jan 2011 - Jun 2011

**weighted against NRS music titles, lowest value taken as 5 readers per copy



THE FLY AUDIENCE*

Readers

Male: 56%
Female: 44%
18-35 year old: 73%

Employment

Employed: 62%
Student: 32%

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*reader survey conducted on www.the-fly.co.uk in August 2010



THE FLY CONSUMER

Monthly average music spend

£10 - £20:	54%
£20- £50:	42%
More than £50:	4%

Monthly average DVD spend

£10 - 20:	90%
£20 - £50:	9%
More than £50:	1%

Monthly average clothing spend

£20 - £25	33%
£25 - £50	36%
£50 - £100	23%
Over £100	8%

Phone Brand

Nokia	24%
Apple iPhone	22%
Sony Ericsson	18%
Samsung	15%
Blackberry	10%
Other	11%

Phone Network

O2	33%
Orange	22.3%
Vodafone	16.5%
T-Mobile	11.7%
Virgin	4.9%
Other	2.9%

Gaming Consoles

Playstation	39%
Xbox	31%
Nintendo DS	6%
Nintendo Wii	21%
Sony PSP	3%

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THE FLY ADVERTISERS

Lose yourself with the Samsung Wave smartphone.

Welcome to more.

Samsung

NEVER HIDE

Illustration of a woman's head with blue hair and sunglasses.

"AWESOME OUTFITS, KILLER MUSIC... THE FILM WE'VE BEEN WAITING FOR ALL YEAR!"

"STYLISH AND SEXY...WITH ATTITUDE" **SAZED AND CONFUSED**

"FEISTY, FASHIONABLE... THIS DEFINITELY ROCKS" **UNCUT SUNDAY TIMES STYLE**

"AMAZING" **SUNDAY TIMES STYLE**

THE RUNAWAYS

Starring Lindsay Lohan and Rachel McAdams.

PLAY.COM

Music every Label

STUDENTS 20% OFF

FROM THE MAKERS OF GRAND THEFT AUTO

RED DEAD REDEMPTION

Advertisement for the video game Red Dead Redemption.

THE FLY

FREE

STOP ONLINE @ THEFLY.COM

ONLY JACK DANIEL K...
OLD NO. 7 MEANS.
...FROM HIM ANYTIME SOON.

THE FLY EDITORIAL



THE FLY
Epic pop awe!
JONSI
Sigur Rós' frontman
on his majestic
solo album...
THE-FLY.CO.UK

REVIEWS
FEBRUARY
PJ Harvey
'Let England Go'
★★★★★
THE ENGLISH SHARPS
...he gave us

Science
What happened
Nicest Guys In
up with the other
In Rock? As No
finds out, We
went and made
album yet, that
Photography: T

NICER GUYS find
squinting man
next to the
most things in
Chen Cain, you
tongue-in-cheek than Peter Dinklage
vs, you'll struggle to find a handful
if there were Camden Canal head
know is anything to go by, they're
last. Granted with a explosive end
New Yorkers offered up the sort of
sneak-tracking set that it was a go
last - nothing else could've followe
"That show was super fun," says
pizza a day later in east London. "I
we've played in London in a long
back in front of a lot of people."
In a set staggered between the
albums and The New Ones from the
repeatedly-recovered new songs of
and sets how their third record m
forward the beam from their fa

THE FLY
FREE
UK
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MERPOL
monumental return.

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+ LPs Of 2010 // Pulled Apart By Horses // The Chapman Family

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PLUS TEN NEW BANDS YOU NEED TO HEAR IN 2011!

“I enjoy laughing/being impressed by their turns of phrase.
Good read.” READER SURVEY

<p>Full page Bleed 216 x 149.5 Trim 210 x 143.5</p>	<p>Half page (Horizontal) Bleed 111 x 149.5 Trim 105 x 143.5 Type area 99 x 137.5</p>	<p>Half page (Vertical) Bleed 216 x 77.5 Trim 210 x 71.5 Type area 204 x 65.5</p>
<p>Quarter Strip Type area 46 x 137.5</p>		<p>Quarter Box Type area 99 x 65.5</p>
<p>DPS Bleed 216 x 293 Trim 210 x 287</p>		<p>Eighth Box Type area 46 x 65.5</p>

THE FLY RATE CARD

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Outside back cover: £4,200
Inside front/back cover: £4,000

Run of publication*
Full page: £3,000
Half page: £1,800
Quarter page: £1,000

Ads must be supplied as a PDF or high res JPG

All advertising material should be supplied as digital files that conform to The Fly production specifications. Channelfly Enterprises LTD will not accept responsibility for any quality discrepancy perceived in the published material if our specification is not adhered to. Channelfly Enterprises LTD reserves the right to refuse or alter any material incorrectly supplied and hold the advertiser/agency/supplier liable for any additional production charges.

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*There may be an extra charge for requested positions.

“Good coverage about a large selection of artists.
Informative and passionate.” READER SURVEY



THE-FLY.CO.UK

Unique Users: 28,670

Page Impressions: 78,069

Email Newsletter Subscriptions: 38,785

Twitter followers: 8,708

The-Fly.co.uk covers listings, new releases gig reviews and includes the exclusive FLYTV ‘InTheCourtyard’ video content. Cross-platform opportunities are available with the site and magazine.

Users

- Male: 60%
- Female: 40%
- 16-24 year old: 65%
- 25-34 year old: 35%

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