

Introduction

Welcome to Sinclair User

We've produced this pack to demonstrate that, when it comes to marketing and selling your products or services, Sinclair User is the only worthwhile medium to use. We hope that this brochure will serve to substantiate our claim.

Without doubt, people buy a magazine because of its editorial content. Design, advertisements and availability are, of course, important, but it is the editorial material that makes people buy magazines; it is this that provides them with information and entertainment. The better the content, the more readers, and therefore the more customers for advertisers. At Sinclair User we are market leaders on all counts - and we are determined to remain so.

Since Sinclair User first appeared, nearly four years ago, the home computer industry has seen some considerable changes. In 1982 individuals were setting up small businesses in their back rooms, writing software and producing peripherals for the ZX81. Today, the home computer industry shows a different picture altogether: professional and rationalised - yet vibrant; an industry in which national companies such as British Telecom and THORN EMI are involved; an industry which is supported by television and radio, and that has enabled school children to become computer-literate and has resulted in a market expenditure of £650 million. Now one in every six British households owns a computer¹, and one in fourteen owns a Sinclair machine².

Original

Sinclair User was one of the original home computer magazines to appear on the news-stand and along with its competitors, enjoyed the boom years. We are proud to say, however, that Sinclair User withstood the rationalisation of the industry, maintaining its position as the number one Sinclair specific magazine, and also became Britain's top selling home computer magazine, with a circulation of 102,023³.

Why do so many people buy Sinclair User every month?

Research into our readership has provided the following answers:

- Readers know that every issue of Sinclair User offers excellent value for money, providing a lively and informative read.
- Readers know that Sinclair User gives unbiased coverage of the Spectrum and QL, and even forthcoming models.
- Readers enjoy the varied editorial content which encompasses all aspects of Sinclair computing, from reviews of the latest games, business software, and peripherals, to news and gossip.
- Readers find advertisements essential when selecting new hardware, software, peripherals and services for their Sinclair machines.

sinclair user



¹Gallup: Home Computer survey 3rd quarter 1985.

²Gallup: Home Computer survey 3rd quarter 1985.

³ABC figure: January-June 1985.

Editorial

CLASSIC

Sinclair computer enthusiasts choose Sinclair User because of its high quality editorial content. The skill and knowledge of our experienced editorial team has made Sinclair User the most informative and entertaining magazine in its field.

Design and layout

Advertisements are there to be read and we believe that they contribute enormously to the general appearance and readability of Sinclair User. Our page layouts are designed to take into account the needs of our advertisers. Spreads and right-hand pages, in colour or mono, are available in the sections which are relevant to your products. It is a part of our service to do everything possible to ensure that your advertisement is appropriately designed and placed, saving your time, money, and effort.

Question time

It is a fact that potential buyers of products base their decision largely on magazine reviews and advertising.

Before each issue of Sinclair User reaches the news-stand, we assess its every aspect to ensure that layout and content will benefit both readers and advertisers. Changes in the editorial package will continue to reflect the current market.

News desk

On the news front, Sinclair User was the first monthly magazine to bring details of the new Spectrum 128 from Spain. Only the weekly magazines beat us to it - for obvious reasons!

Our QL section carries more up-to-the-minute news stories and reviews of hardware and software than many other magazines. The serious aspects of Sinclair computing are covered by the Hewson Helpline, in which Andrew Hewson gives advice on readers' technical problems. The

business applications of Sinclair machines are covered comprehensively in the business section. 39%¹ of our readership take a particular interest in this feature.

¹Marketing Director: In-magazine survey 1984

Lord of the Rings

Adventure

CLASSIC

... go. Middle-earth has used bright again as in The Hobbit, and with some limitations you can enter early morning... I can't really fault this work well and seems to be better and more appropriate than earlier Middle-earth games. It's a very well done job, and the success is often completely blind words. The graphics are good, and the success is not... There's a variety of detail in the graphics, and the number of characters you can see on the screen is a good number. The only real problem is that it's not a very good game to play. It's not a very good game to play. It's not a very good game to play.

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You are Frodo.

You are at the entrance to a dark tunnel, going east under a high bridge which would be too high to open door.

Lord of the Rings

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You are Frodo.

You are in a comfortable burrow with a round window and a green door to the east. Hear the door is a bore.

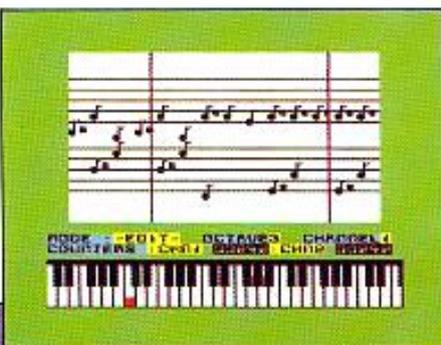
Games

All ages

Although the majority of games players are teenagers, there is a large market that will never see 19 again! A strong teenage market is important and 55% of Sinclair User readers are teenagers[®]. But by advertising in Sinclair User you will gain access to the remaining 45% of our readers who are older and more affluent, yet also purchase games software. This double-edged approach is unequalled by any games-specific magazine.

QL special

Our games coverage also extends to the QL, with special pages set aside for reviews and news of QL games and software.

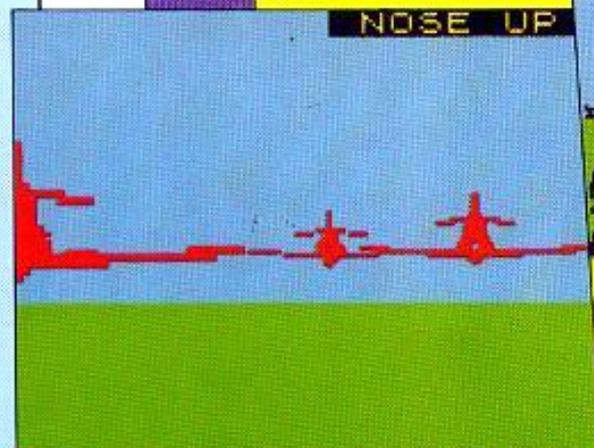
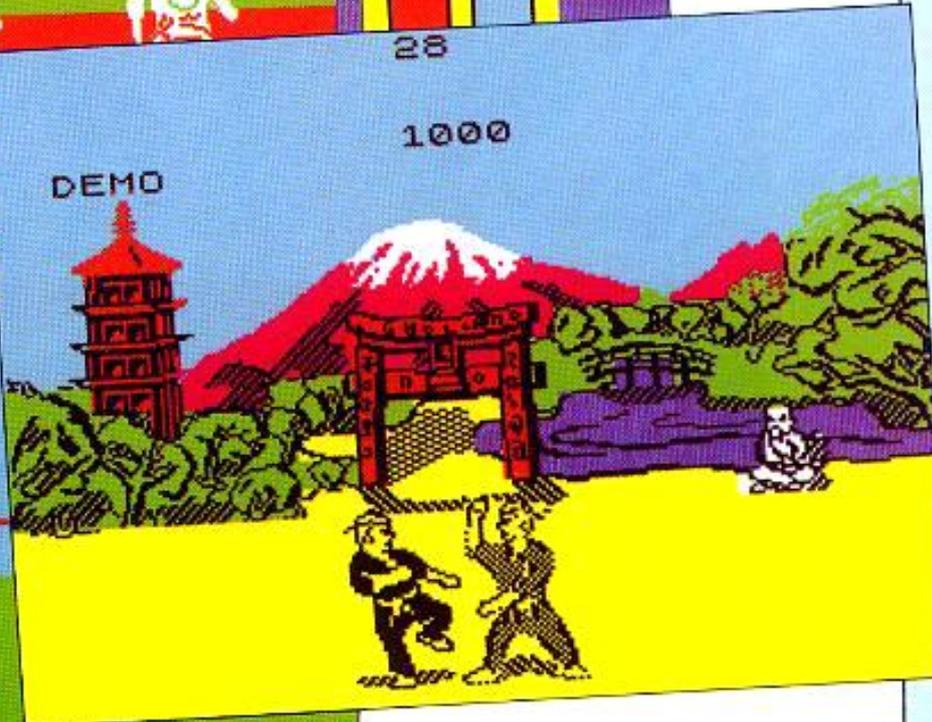
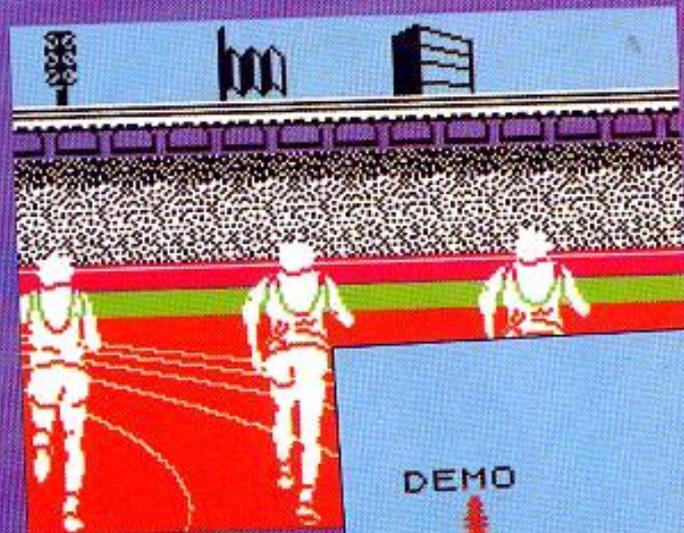


Influential advertisements

Our games-buying readers told us that they are influenced by three factors:

- Magazine reviews
- Advertisements
- The reputation of the software house.

It is therefore important to advertise new products boldly and consistently. By maintaining a regular advertising presence in Sinclair User you can ensure that your name remains prominent in the minds of our readers. Do not be misled, we cater for the largest Sinclair games-buying audience and can offer you a readership in excess of 244,000, a wide choice of positions and high quality reproduction.



Editorial

CLASSIC

Reviews and awards

We feel that reviews should serve to assess the value-for-money element of products. In May 1985 we introduced the star rating system for software to let readers know if their intended purchase is a 'rip-off' or a '24-carat - buy it' item. Our experienced reviewers assess the programming, graphics, speed, presentation and addictive qualities of each product. But, above all, the reviews advise readers whether or not they should part with their money.

The ultimate recommendation is the Sinclair User Classic award. This is attributed only when our reviewers believe that a product will set new standards or should be an essential part of every Sinclair owner's software library. Companies whose products receive the Sinclair User Classic award are delighted for two reasons. Firstly, they know the review will have enormous impact on over

244,000 readers and secondly they can take advantage of our prestigious position by using the Classic award and logo in their advertising. Since the star rating system was introduced the Classic status has been awarded to Elite, The Fourth Protocol, Shadowfire, Way of the Exploding Fist and Tomahawk, to name but a few. The Classic award has also been extended to business software, hardware, peripherals and QL products.

Our review pages feature the very latest games released and we often carry software reviews before any other monthly home computer magazine, for example Southern Belle, Frankie Goes To Hollywood and Sorderon's Shadow.

Number one

Sinclair User has been on the newsstand for nearly four years and is now read by more Sinclair owners than any other Sinclair magazine. We have maintained our number one position by constantly assessing the marketplace and moving with it. We will continue to be the essential advertising vehicle for your Sinclair products. No other magazine reaches as many Sinclair users as we do.



I DON'T KNOW how to persuade people of my dream." This lamented Sir Clive Sinclair, pioneer and proponent of the Fifth Generation, the thinking machine's man.

The controversy over Artificial Intelligence, previously confined to academic and scientific circles, is now raising an international radio and in the national press. Battle has been joined, too, in the pages of *Sinclair User*. Can mankind, and should mankind, take on the role of God and breathe life into a super-intelligent being? What are the consequences if man succeeds?

In an attempt to put the record straight, Sir Clive talks to *Sinclair User* about the future he is building and to which he will be living.

New QL

We start, however, with the more immediate future, and Sinclair Research's plans for 1985. Rumours of an improved QL, with ROM based software and costing at around £500, have got the new year off to a traditional, speculative start. Sir Clive has no intention of being passed down: "We haven't made any such announcements." Does that mean he denies it? "No, it means nothing of the sort."

Sir Clive is an old hand at these tactical enquiries, the phrasing becomes all-important. If such a machine was to appear, would upgrades be offered to owners of the old QLs, rather in the manner of the 16K Spectrum upgrade? "I've no idea..." He considers the wisdom of that. "It may be possible to do it and... yes, we would do it. Yes, absolutely."

Portable Spectrum

Uttered as it were that leaves us, we pass on to sales territory and the much talked about portable computer, which is to include an in-built microdrive, a full screen display and a real keyboard, and cost about £300. Sir Clive does admit to something along these lines. "It's not set but the basic pushed because we're still doing some work on the display, and until we have a display we're worried with we can't go ahead."

All the controversial full-screen displays. However, there have been some problems with it, such as the picture being unstable. "I don't know," Sir Clive shakes his head, expressed. "There seems to be a noise coming to

"I am a radical. I want to see a lot of changes"

Sir Clive Sinclair talks to Bill Scolding about his plans for Sinclair Research and the world at large

break our products. The full screen display is the best in the world, in terms of 7" flat screens. Absence of wonder of technology. We haven't had a single complaint..."

Some critics have suggested, nevertheless, that perhaps a liquid crystal display... "They must be out of their first minds! God! I've not created anybody who thinks a liquid crystal is anything other than awful!" But there have been production problems with the screens. "When you're building a plant that's always the case. Again, it's the bloody press trying to find something to drink. We have the most modern production plant in the world. Highly automated. Perfect tubes."

Microdrives

It has been well over a year since the microdrives were launched and there is still only negligible software available. Sir Clive is quick to accept responsibility. "That's our fault. We haven't been able to make enough microdrive cartridges available. The plan was to get the microdrives out there and then to get the demand right up and the price right down. At the moment they are not attractive to software houses."

It's Sinclair Research spreading them a bit slowly at present? H.L. is trying them, the QL does not and even the planned portable is to have a drive built in. "It's getting overloaded by its own success," says Sir Clive emphatically. "We are only holding the price up artificially to restrain the market and we can't do it."

A future success, when Sir Clive acknowledges that the microdrive Expansion Pack promotion, was an

attempt to encourage the market to take an interest in the beam again.

Sinclair sales

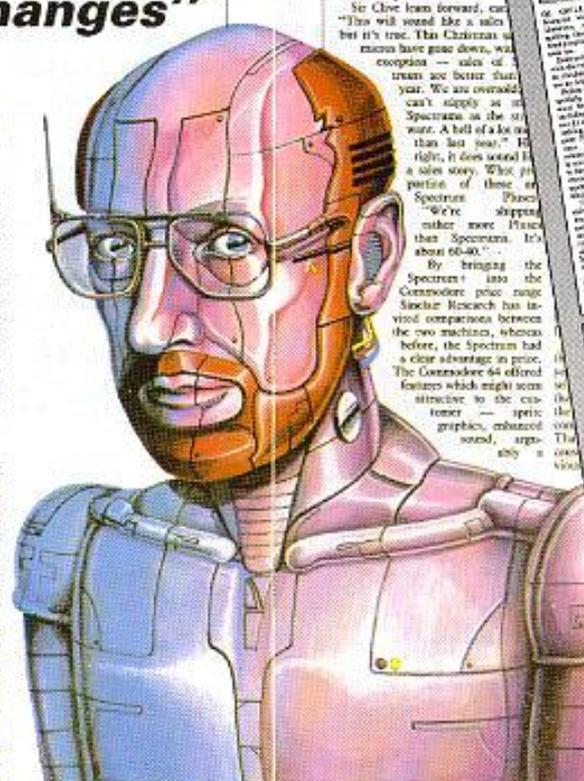
It's time for the old chestnut: will the Spectrum come of price? "Hah! The old argument. No plans to do so."

Sir Clive leans forward, cautions. "This will sound like a sales but it's true. The Chairman's margins have gone down, we

complain — sales of Spectrum are better than last year. We are covered in Spectrum as the Spectrum is a lot more than last year." He rights, it does sound like a sales story. What proportion of these Spectrum prices?

"We're shipping rather more prices than Spectrum. It's about 60-40."

By bringing the Spectrum into the Commodore price range Sinclair Research has invited comparisons between the two machines, whereas before, the Spectrum had a clear advantage in price. The Commodore 64 offered features which might seem attractive to the customer — optic graphics, enhanced sound, arguably a



Games

You don't need us to tell you that Sinclair Research machines still dominate the home computer market with a share of 43%¹ and over one and a half million units sold². The Spectrum is the most popular Sinclair machine and is the principal games machine in the market. Twice as many games are sold for the Spectrum than for any other machine. The Spectrum games market is enormous in its own right and cannot be ignored.



Extensive audience

102,023³ people buy Sinclair User every month. According to Gallup's average 'pass-on' readership figures⁴, Sinclair User's total readership is over 244,000. The majority of Sinclair User readers are avid games enthusiasts. So, by advertising in Sinclair User you are reaching an audience of almost as many Sinclair games players as the combined total of the two most popular games-specific computer magazines. Only 22% of the Sinclair User

audience reads another games magazine⁵ making overlap readership between Sinclair User and other publications minimal. This means that by advertising in Sinclair User you can reach these unique enthusiasts who are looking specifically to buy games packages. Our readers spent £4.8 million on games software during the last 12 months⁶ and each spends an average of 5.98 hours per week playing games⁷.



INTERNATIONAL KARATE

WINTER SPORTS

ANOTHER GREAT ADVENTURE GAME FOR THE 48K SPECTRUM

ESPIONAGE ISLAND

MOUNTAINS of KET

LIVE OUT YOUR DREAMS ON THE SOUTHERN BELLE

COMMAND

SPECTRUM 48K

COSMIC WARRIORS

WIZARD COMPUTER GAMES

WILLIAM WOBBLER

HEWSON CONSULTANTS

¹Gallup: Home Computer survey 3rd quarter 1985.

²Gallup: Home Computer survey 3rd quarter 1985.

³ABC figure: January-June 1985.

⁴Gallup: Home Computer survey 3rd quarter 1985.

⁵⁻⁷Marketing Direction: In-magazine survey 1984.

Circulation

ABC

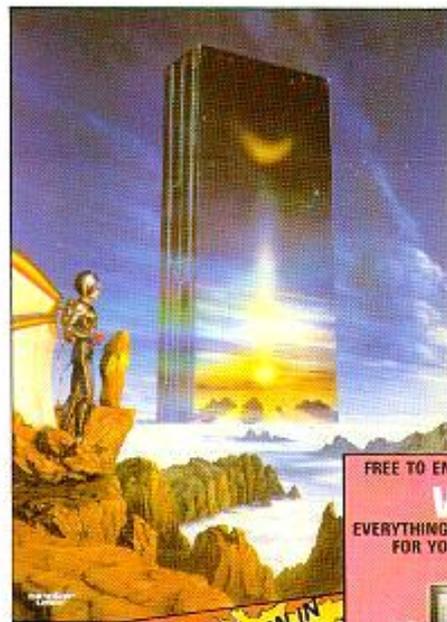
Media choice

A potential advertiser in any market has two major considerations when selecting an advertising medium:

- Advertisements must be *directed* at the people who will be interested in your products
- Advertisements must be *read by* as many of those potential purchasers as possible.

A media promotion schedule should take these primary factors into account. Only when these criteria have been satisfied, will size, colour, price and timing be assessed.

Naturally, you want to reach the regular users of home computers who are far more likely to purchase your products than casual users. For this reason Sinclair User is aptly named.



102,023¹ people buy Sinclair User every month and, according to Gallup research, each issue is read by an average of 2.4 people. This means that 244,000 potential customers are reading your advertisements every month. During the last twelve months, our readers spent in excess of £6 million on software alone², and 96% of readers are the main users of the Sinclair computer in their home³.

What is an ABC figure?

The ABC figure is the average number of issues sold over a six month period. It is calculated by subtracting the total number of unsold issues for a six month period from the total number of issues distributed. This figure is the total sale for six months and is divided to give an average monthly sales figure.

ABC stands for Audit Bureau of Circulation. This is an independent organisation which is responsible for auditing the circulation figures of member magazines and newspapers. The ABC uses nationally renowned auditors and only when they are satisfied that the circulation figure is authentic is an ABC figure issued.

This figure is usually released twice a year (January to June and July to December). Sinclair User's ABC figure for January to June 1985 is 102,023 copies sold per month.

Continually increasing circulation

Sinclair User has been on the newsstand since April 1982, and circulation has increased each year from monthly sales of 34,000 in April 1982 to 102,023⁴ June 1985. No other magazine in the home computer market can show such a strong, continued growth over that period. Since EMAP Business and Computer Publications bought Sinclair User in September 1984, we have given nine in-magazine gifts to our readers – a policy which we will continue – and have undertaken a publicity drive which has resulted in national press and TV coverage.

This promotional investment of £150,000 has attracted an additional 90,000 readers. Proof indeed of our continued commitment to bring more relevant customers to our advertisers.

¹ABC figure: January-June 1985

²Marketing Direction: In-magazine survey 1984

³Marketing Direction: In-magazine survey 1984

⁴ABC figure: January-June 1985



EMAP

emap.

Success breeds success

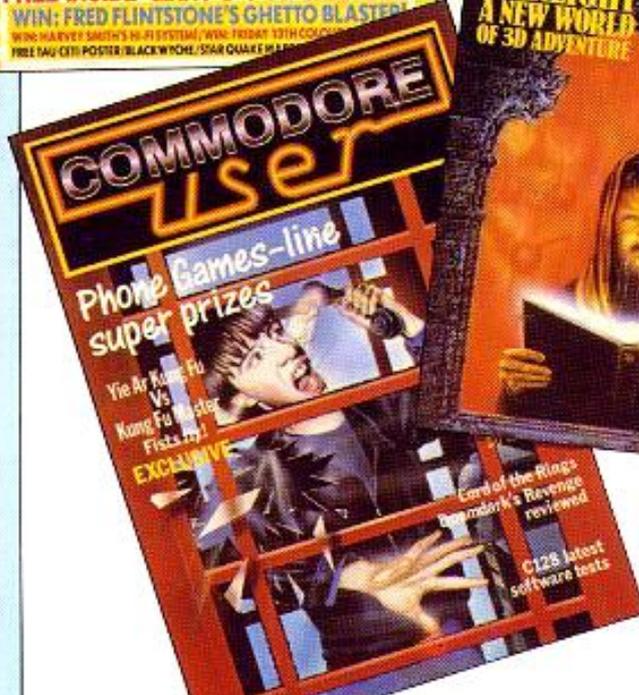
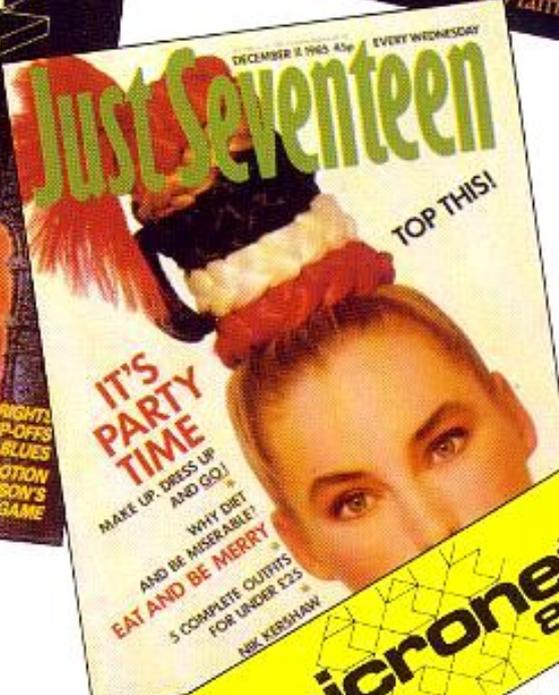
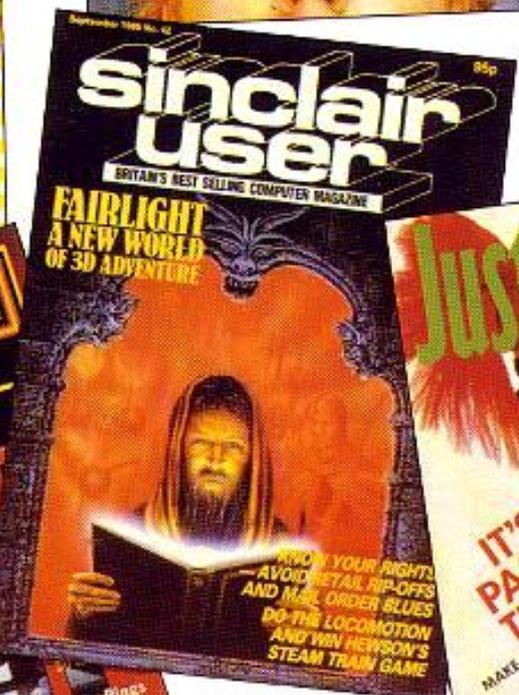
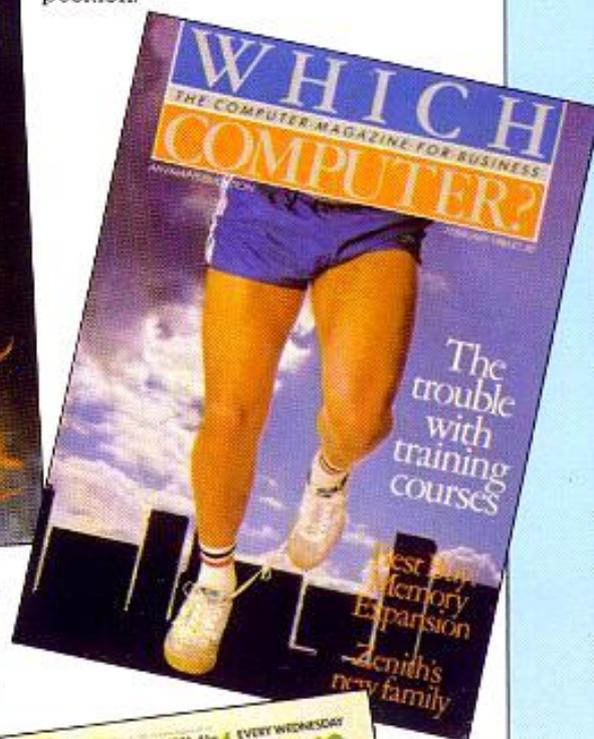
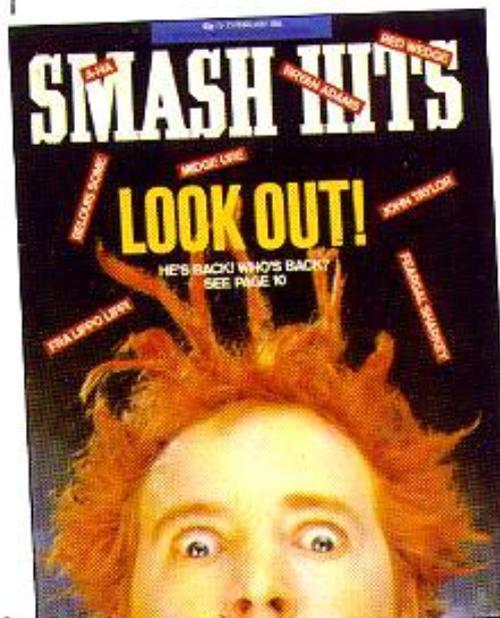
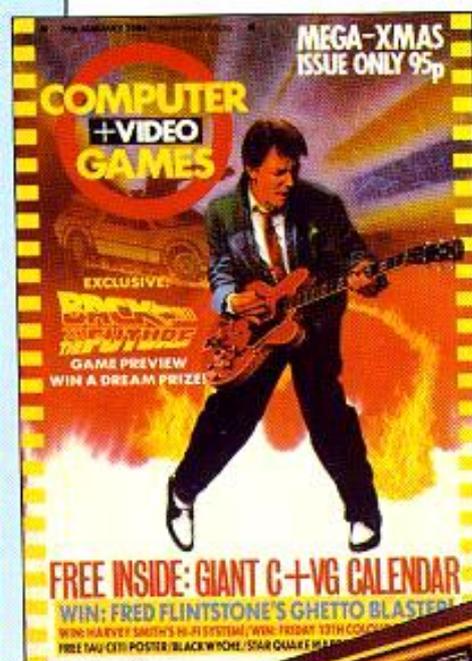
EMAP shares continue to be in high demand on the Stock Exchange. As a rapidly expanding company, that confidence stems from a professional approach to quality editorial and circulation displayed in all of our 70+ magazines.

The accurate timing and planning of launches, together with the correct definition of our markets, are the major factors behind the success of Sinclair User and Computer and Video Games, the two top selling home computer magazines, and Commodore User, the market leader in the Commodore field.

However, our publishing successes extend far beyond computer magazine publishing; Smash Hits and Just Seventeen are among the more well known.

EMAP pioneered electronic publishing and is proud to boast significant involvement with Micronet 800, a videotext service which currently has over 17,000 subscribers who can link their home computers into a whole host of mainframes using a telephone and modem.

EMAP are an established and well respected force in the publishing world. There can be no doubting our ability and commitment to keeping Sinclair User in its present prominent position.



micronet
800

Rates & Data

ADVERTISEMENT RATES (SEPTEMBER 1986)

FULL COLOUR

Double page spread	£2737
Whole page	£1368
Half page	£874

SPOT COLOUR

Double page spread	£1283
Whole page	£1090
Half page	£646

MONO

Double page spread	£1932
Whole page	£966
Half page	£522
Quarter page	£324
Eighth page	£172

INSERTS

Inserts by arrangement

SURCHARGES

Bleed	10%
Special positions	15%
Cover positions	20%

DISCOUNTS

6 insertions	5%
12 insertions	10%

AGENCY COMMISSION

10%

VAT at current rate will be added to all invoices.

CLASSIFIED

Semi display: £17.00 + VAT per SCC Min 3cm
 Lineage: (Business) £20.00 inc VAT
 (Second hand sales) £6.00 inc VAT
 Maximum 30 words

MECHANICAL DATA (all dimensions in mm)

Double page spread	303×426
DPS trim	297×420
DPS type area	253×383
Full page bleed	303×213
Page trim	297×210
Page type area	253×179
Half page horizontal	125×179
Half page vertical	253×88
Quarter page	125×88

Mono screen	39 metric (100 imperial)
Colour screen	47 metric (120 imperial)
Cover screen	52 metric (133 imperial)

COPY REQUIREMENTS

Full colour: separated litho positives right reading emulsion side down

Chromalin proof, progressives or colour guide must be supplied. Colours to be indicated on film. Film should be Protocol punched (pin size ¼").

Colour registration and trim marks should be shown.

Spot colour: litho positives, right reading emulsion side down. For warm red, a 100% magenta and a 100% yellow separation must be supplied.

Mono: Litho positive, right reading emulsion side down. Bromides (PMTs) or artwork may be supplied for ½ or ¼ page advertisements

SETTING CHARGES

Whole page	£100
Half page	£60
Quarter page	£40

KEY DATES

Publication date
 2 weeks prior to cover date
Copy date
 6 weeks prior to publication date
Cancellation date
 8 weeks prior to publication date



EMAP Business and Computer Publications
 Priory Court
 30-32 Farringdon Lane
 LONDON EC1R 3AU

01-251 6222

Fax 01-430 1200 ext 2265

Telex 32157 EMAPPB G

Advertisement Manager:
 Louise Fanthorpe

Publisher:
 Terry Pratt

SINCLAIR
USER

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