

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 Direction: In-magazine survey 1984

Spectrum Software Score

Their Finest Hour

There's a lot to be said for the way the Spectrum 128 has been marketed. It's a machine that's been sold in a way that's been very successful. It's a machine that's been sold in a way that's been very successful. It's a machine that's been sold in a way that's been very successful.

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Adventure

CLASSIC

Lord of the Rings

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.

PRODDO.

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

PRODDO.

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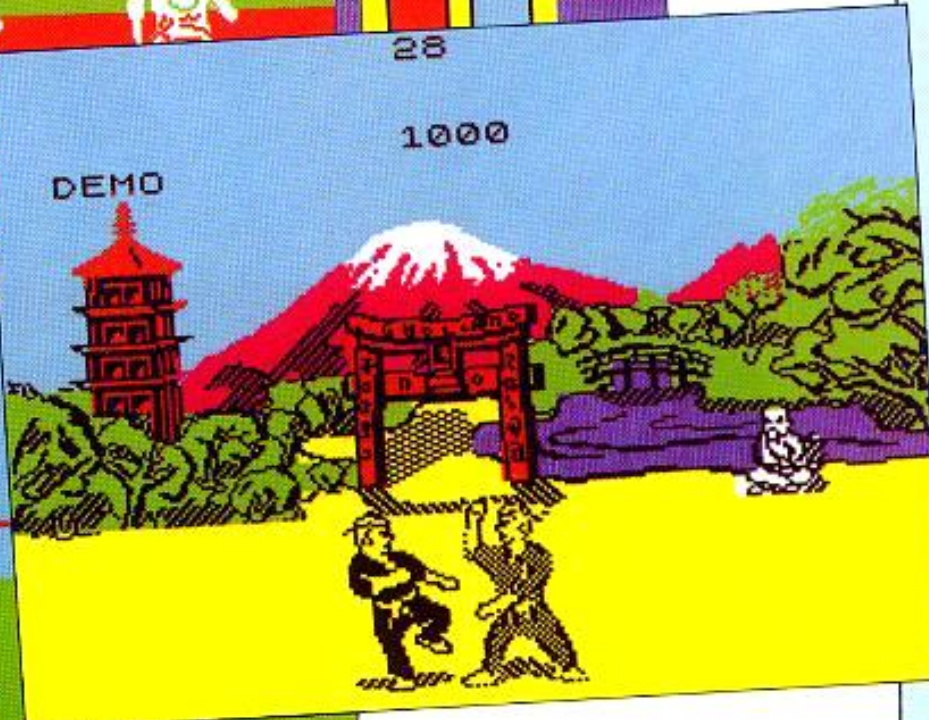
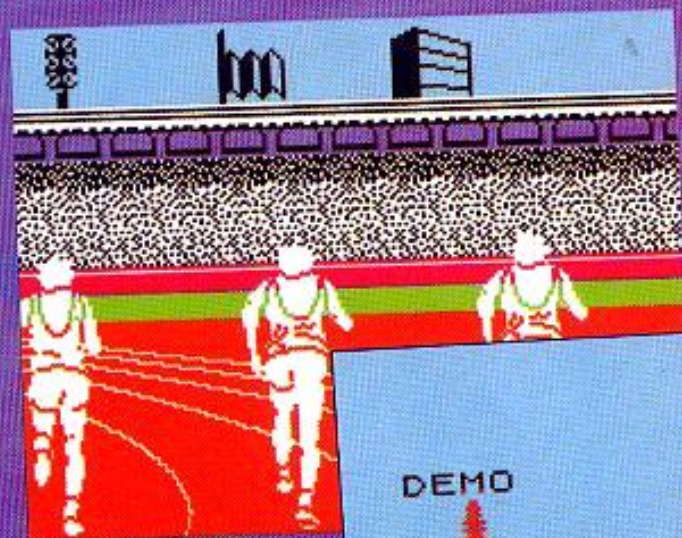
Games

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



- 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.



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

ANOTHER GREAT
ADVENTURE
GAME FOR
THE 48K
SPECTRUM

ESPIONAGE ISLAND

**WINTER
SPORTS**

**MOUNTAINS
of
KET**

LIVE OUT YOUR DREAMS
ON THE
SOUTHERN BELLE

For All 48K
Spectrum

HEWSON CONSULTANTS

COMMAND

Spectrum 48K

**COSMIC
WARRIORS**

WIZARD
COMPUTER GAMES

**WILLIAM
WOBBLER**

Spectrum 48K

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.

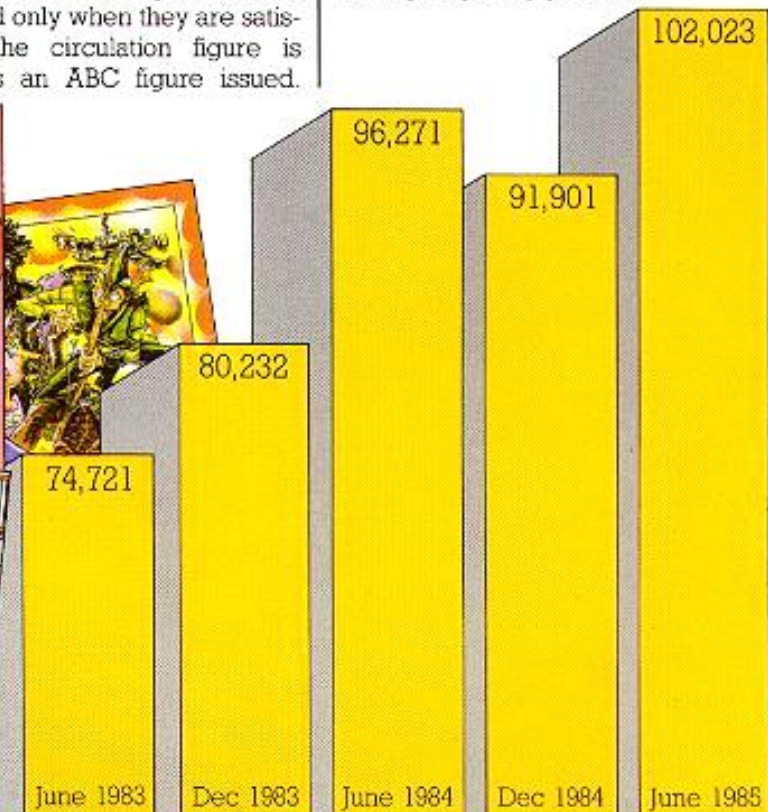
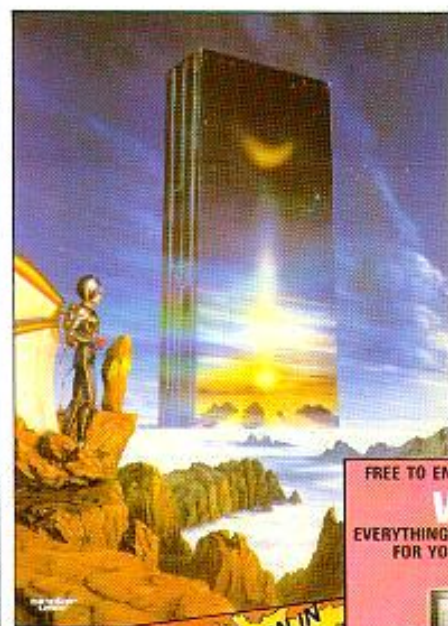
This promotional investment of £150,000 has attracted an additional 90,000 readers. Proof indeed of our continued commitment to bring more relevant customers to our advertisers.

¹ABC figure: January-June 1985

²Marketing Direction: In-magazine survey 1984

³Marketing Direction: In-magazine survey 1984

⁴ABC figure: January-June 1985



EMAP



Success breeds success

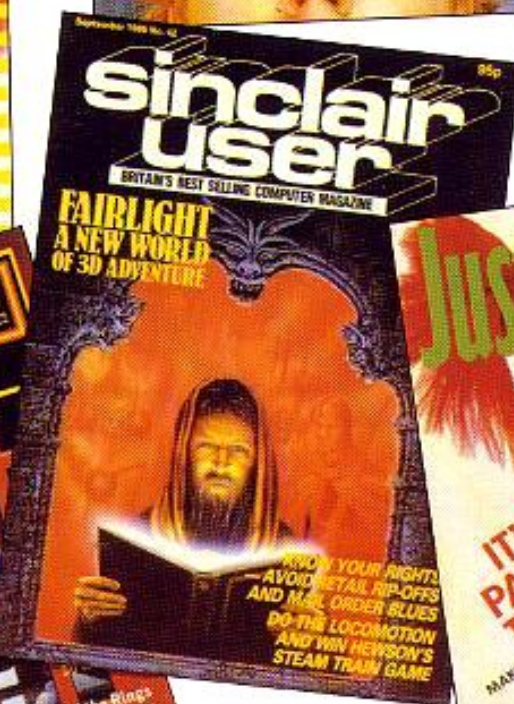
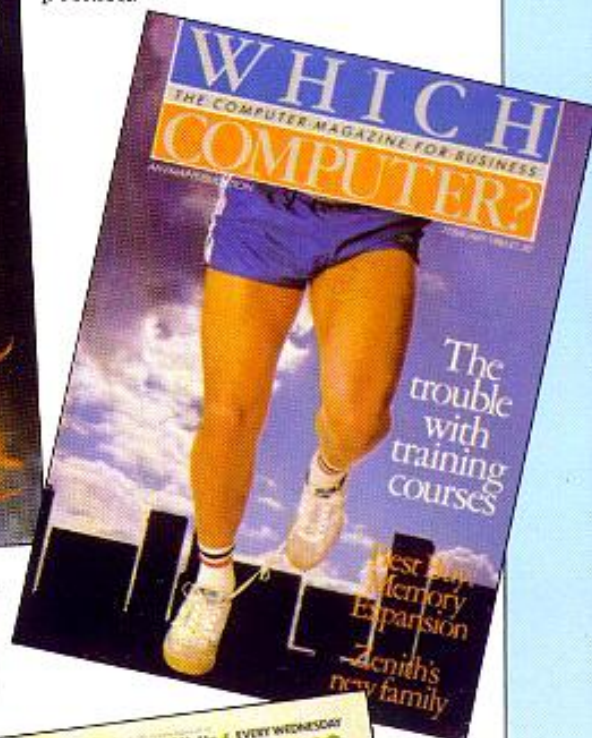
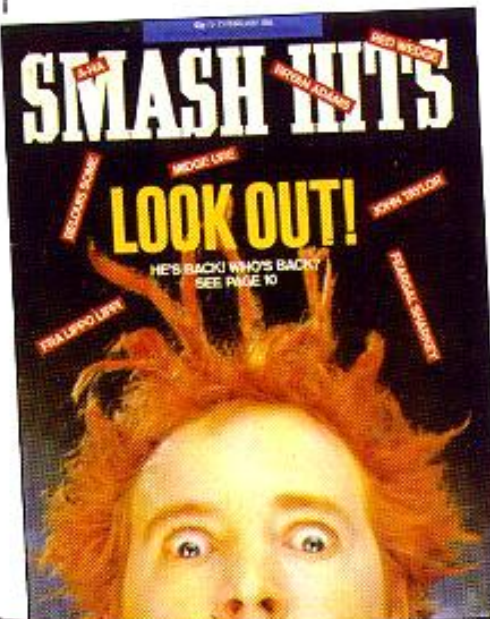
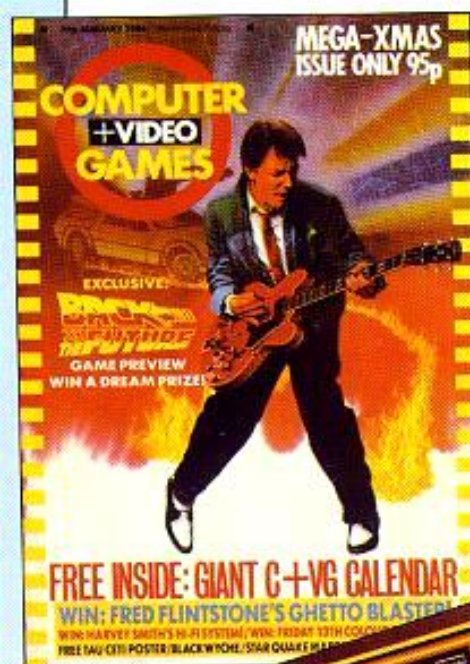
EMAP shares continue to be in high demand on the Stock Exchange. As a rapidly expanding company, that confidence stems from a professional approach to quality editorial and circulation displayed in all of our 70+ magazines.

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



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Sinclair
User

MEDIA • PACK