

# AUDITED & ESSENTIAL

MCV is the only trade publication with a circulation you can trust and editorial that influences the market from store manager to CEO. It reaches every corner of the business, with a 100% named and zero duplicated mailing list. A request-only title, it offers huge value to advertising partners.



## CIRCULATION THE FACTS



- MCV has an ABC-audited average weekly net circulation of 10,058.  
*(ABC audit January 1st 2005 - December 31st 2005)*
- MCV has an ABC-approved 100% named circulation. That includes every single store manager.
- MCV hits every chain and online store that sells games - including Argos, Asda, Blockbuster, BHS, Cash Converters, Choices, Comet, Computer Exchange, Currys, Debenhams, Disney Stores, Dixons, ELC, GAME, Gamestation, Hamleys, HMV, John Lewis, John Menzies, Littlewoods, Makro, Marks & Spencer, Morrison, MVC, Netto, Office World, PC World, Sainsburys, Sony Centres, Staples, Tesco, The Entertainer, Toys R Us, V Shops, Virgin Megastores, Waitrose, WH Smith, Woolworths and many more...
- MCV has always had the highest independent retail circulation, hitting over 1,300 outlets - from the Top 500 specialist games indie accounts to relevant CTNs, market stalls, toy shops, video shops and home computer stores.
- Total retail circulation of MCV is over 6,000

# MCV



MCV reaches over 10,000 retailers and industry professionals every week

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## CIRCULATION THE FACTS

### SAMPLE ISSUE BREAKDOWN CORRECT AS OF MCV PUBLISHED FRIDAY MARCH 17TH 2006



Independent Retail Outlets .....	1,376
Specialist Games/Computer Chain .....	805
Entertainment Chain .....	2,268
General Multiple .....	1,377
Online Retail .....	189
Mail Order Outlet .....	87
Hardware Manufacturer .....	542
Software Publisher .....	750
Software Developer .....	881
Software Localisation/QA .....	30
Distributor (UK & international) .....	603
Media .....	427
Agencies (Marketing/PR/Advertising/Research) ..	364
Recruitment Agencies .....	56
Financial (Broker, Analyst, VC etc.) .....	114
Educational (Colleges, professors, students) .....	172

**Total 10,041**

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# RETAIL CIRCULATION

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## CIRCULATION THE FACTS

## RETAIL BREAKDOWN

CORRECT AS OF MCV PUBLISHED FRIDAY MARCH 17TH 2006



**Independent Retail Outlets** .....1,376

*(includes Chips, E-Play, Virtual Games, Action Replay etc.)*

**Specialist Games/Computer Chain** .....805

*(includes GAME, GameStation, PC World, CEX etc.)*

**Entertainment Chain** .....2,268

*(includes Blockbuster, Choices, Dixons, Hamleys, HMV, MVC, Toys R Us, Virgin Megstores etc.)*

**General Multiple** .....1,377

*(includes Argos, Asda, Comet, John Lewis, Menzies, Marks & Spencer, Sainsburys, Tesco, WH Smith, Woolworths)*

**Online Retail/Mail Order** .....276

*(includes Amazon, Play, Lik-Sang, Gameseek)*

**Total Retail Circulation** .....**6,102**

**Total MCV Circulation** .....10,041

# MCV

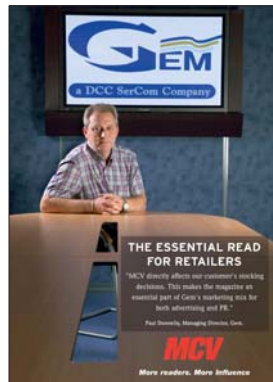


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# RETAIL INFLUENCE

With a deliberate focus on retail, MCV provides advertisers with high circulation and guaranteed quality. It supports sell-in and reaches every part of the retail and distribution channel - branches as well as head offices, buyers as well as store managers.

## WHAT THE INDUSTRY SAYS



*"MCV directly effects our customers' stocking decisions"*  
**Paul Donnelly, Gem**



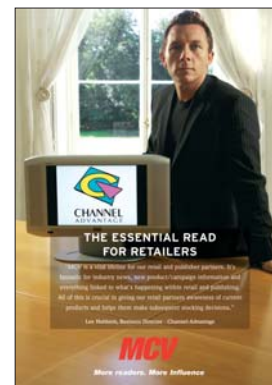
*"Digesting MCV's editorial and advertising is absolutely essential to all of us"*  
**Alex Croft, GAME**



*"MCV provides all our retail customers with hugely valuable information"*  
**David Neal, Centresoft**



*"MCV effects the level of support we give a product"*  
**Gerry Berkley, Woolworths**



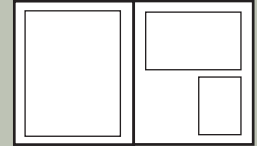
*"MCV is a vital lifeline for our retail partners"*  
**Lee Hohbein, Channel Advantage**



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# RATE CARD 2006

All prices are exclusive of VAT at 17.5%. Payment terms are strictly 30 days from date of invoice, only with an approved account. All overseas advertisers will be required to make payment in full by credit card, prior to publication. All artwork must be supplied at least 7 days prior to the publication date.



**CONTACT CHRIS BUCKLEY OR LESLEY BLUMSON 01992 535647**

## Page Prices

Centre/First Page Spread	£ 4,235
Double Page Spread	£ 3,850
Full Page (guaranteed position)	£ 2,156
Full Page	£ 1,960
Half Page Horizontal/Vertical	£ 1,040
Quarter Page	£ 580

## Special Positions (non-cover)

Hard Centre	£ 11,000
Page 2 & 3 Double Page Spread	£ 4,235
DPS Tip-on (Plus postage)	£ 4,960
Page Tip-on (Plus postage)	£ 3,240
Loose Inserts (Plus postage)	£ 1,275
Non-listed Guaranteed Positions	+10%
Registered Agency Discount	10%

## Cover Prices

Premium Wrap	£ 12,500
Front Cover Gatefold (4 Pages)	£ 17,500
Gatefold (8 Pages)	£ 20,000
Gatefold (6 Pages)	£ 15,000
Gatefold (4 Pages)	£ 10,000

## Web Sponsorship

Exclusive Banner and Skyscraper 468 x 60 pixels, 160 x 600 pixels	£ 2,750/month
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## Classifieds

Classified Strip (4 Columns) 25mm (height)	315
Double Column Box 100mm (h) x 49mm (w)	265
Double Column Box 50mm (h) x 103mm (w)	265
Single Column Box 50mm (h) x 49mm (w)	135

## Insertion Discounts

Three Insertions	3%
Six Insertions	6%
Nine Insertions	9%
Twelve Insertions	12%

## Strip and Column

4 Column Standard Strip (Front Page) 40mm (height)	1,680
4 Column Standard Strip (Pages 3, 5 or equivalent) 40mm (height)	1,155
Single Column Vertical (Page 5 or equivalent)	1,155
Standard Single Column Vertical	895
4 Column Quarter Page Strip 60mm (height)	630
4 Column Standard Strip 40mm (height)	420
4 Column Sponsorship Strip 25mm (height)	315

To discuss advertising opportunities please contact  
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01992 535647

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