

Distribution Outlets:

4/5 star hotels

LAGOS

CLEAR ESSENCE RESORT AND SPA - 5star
SHERATON LAGOS HOTEL & TOWERS - 5star
ORIENTAL HOTEL - 5star
EKO HOTEL & SUITE - 4star
SOFITEL LUXURY HOTEL - 4star
THE FEDERAL PALACE - 5star
RADISSON BLU - 4star
SOUTHERN SUN - 4star
WESTOWN INN - 3star
WESTFOSTER HARBOUR LUXURY HOTEL - 4star
4 POINTS BY SHERATON HOTEL - 4star

ABUJA

TRANSCORP HILTON HOTEL - 5star
ABUJA SHERATON HOTEL AND TOWERS - 5star
ROCK VIEW HOTEL CLASSIC - 4star
REIZ CONTINENTAL HOTEL - 4star
BOLINGO HOTELS AND TOWERS - 4star
PROTEA HOTEL ABUJA - 4star
CHELSEA HOTEL - 5star
NICON LUXURY HOTEL - 5star
SUMMERSET CONTINENTAL HOTEL - 4star

PORT HARCOURT

THE PRESIDENTIAL HOTEL - 5star
PROTEA HOTEL - 4star
LE, MERIDIEN - 5star
NOVOTEL HOTEL - 4star
LANDMARK HOTEL - 4star
DANNIC - 4star

Distribution Outlets:

4/5 star hotels

LONDON FASHION HOTELS

ANDAZ LIVERPOOL STREET HOTEL
LIVERPOOL STREET

THE BERKELEY

BAGLIONI

CARLTON TOWER

CLARIDGES HOTEL

CHARLOTTE STREET, 15 CHARLOTTE STREET

CONNAUGHT

COURTHOUSE KEMPINSKI

COVENT GARDEN HOTEL

DORCHESTER, PARK LANE,

FORTY SEVEN PARK STREET, 47 PARK STREET

HAYMARKET HOTEL

HILTON HYDE PARK

INTERCONTINENTAL HYDE PARK

LANDMARK

LANESBOROUGH, HYDE PARK CORNER

MANDARIN ORIENTAL, 66 KNIGHTSBRIDGE

MY HOTEL BLOOMSBURY

NUMBER FIVE HOTEL, 5 CAVENDISH
SQUARE

NUMBER SIXTEEN SUMNER PLACE,
16 SUMNER PLACE

RITZ, 150 PICCADILLY

SANDERSON, 50 BERNERS STREET

SHERATON PARK TOWER

SOHO HOTEL, 4 RICHMOND MEWS

SWISSHOTEL THE HOWARD

THE GROSVENOR

WESTBURY HOTEL

WYNDHAM LONDON HOTEL, CHELSEA
HARBOUR

W HOTEL

Distribution Outlets:

GOLF CLUB

1. IKOYI CLUB GOLF COURSE
2. LAGOS POLO CLUB
3. IBB INTERNATIONAL GOLF CLUB AND COUNTRY CLUB, ABUJA

PRIVATE MEMBERS CLUBS

1. LAGOS MOTOR BOAT CLUB
2. IKOYI CLUB 1938

BEAUTY/SPA

1. BEAUTY CONCERNS
2. BMS SPA
3. CLEAR ESSENCE RESORT AND SPA
4. BARAZAHI
5. BNATURAL SPA
6. DAY SPA
7. MONTAIGNE PLACE SPA
8. INDULGE SPAS BY MODUPE OZOLUA
9. VENI VICI SPA
10. ALTERNATIVE HAIR AND LOOK
11. BEAUTY BOX
12. ALFREDO DAY SPA
13. BAN S FACIALS & SPA
14. BEYOND BEAUTY SPA & HAIR SALON
15. BODY BEAUTIFUL
16. EKO SAUNA BEAUTY BODY & HEALTH CENTRE
17. FACE TO FACE COSMETIC STUDIO
18. ELIZABETH MICHAEL
19. KARI JANE
20. BELLY FAT FLUSH CLINIC
21. BIG LEAP SOLUTIONS.
22. BM PRO
23. FACIAL BAR
24. FIONANNE UNISEX SALON AND SPA
25. TOUCH OF GLAMOUR
26. NAIL STUDIO

Flights Distribution:

Airline	Placement	Target Passenger	Target Route	Departing Port
Virgin Atlantic Airlines	Lagos Flights	Upper Class/ Premium Economy	Lagos	London Heathrow
Virgin Atlantic Airlines	Lagos Flights	Economy	Lagos	London Heathrow
Virgin Atlantic Airlines	Clubhouse Lounge	Upper Class/ Gold/Silver card holders	Lagos	London Heathrow
Star Alliance	Executive Lounge	First & Business Class	All Africa	London Heathrow
Sky Team	Executive Lounge	First & Business Class	Global	London Heathrow
Arik Air	Flights	First & Business Class	Lagos/Abuja	London Heathrow
Arik Air	Flights	Economy	Lagos/Abuja	London Heathrow
South African Airways	Flights	First & Business Class	Johanesburg/Capetown	London Heathrow
Private Jets	Flights	Premium	Africa flights	UK wide
Dana	Flights	Business & Economy	Nigeria	Lagos



2011 RATE	£	\$
Outside Back Cover (OBC)	27,000	41,850
Inside Front Cover (IFC)	26,460	41,013
Inside Back Cover (IBC)	19,568	30,330
1st 10%	18,500	28,675
Full Page	9,580	14,849
Double page spread (DPS)	17,723	27,470
Half Page	4,790	7,424
Quarter Page	2,395	3,712
Loose Inserts	95 CPT	147 CPT



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 Sponsorship/Marketing Director
 Tel: 07950 581 026



Advert Specification:

Contact: print@oknigeria.com

Digital File Specification: The text section is printed Rotogravure. Only PDF 1.3 files should be supplied to the PPA “Pass4Press” spec. Bleed must be 3mm where required • All fonts must be embedded • TrueType & Multiple Master font sets should be avoided • Font minimum size 7pt • Colour images must be CMYK only • ICC profiles should be used with caution and not embedded in the pdf • Maximum ink saturation must not exceed 360% • Minimum printing dot 5% • Spot colours must be converted to CMYK • Trapping should be added at the design stage, the printer will not add trapping • You must provide a contract proof for colour and content • Advertisements will be held for 3 months to accommodate repeat insertions.

Supplying Digital Files: Our preferred method for receiving Digital files is through email

Proofing Specification: GMG Match:PSR_LWC_STD_EX880_GMGsemimatte250_V2.mx4. • GMG Calibration:C_E4880_720_GMGsemi-matte250_V1.mx3. • Checksum: OAC455E3. • Proof Control: PSR_LWCv2_MediaWedgeV2_WB.xml. Checksum:197B5E10. • PSR_LWCv2_MediaWedgeV3_WB.xml. Checksum:C3D58030. • Paper: GMG Proof paper semimatte 250grm ICC Profile:PSR_LWC_STD_V2_PT.icc

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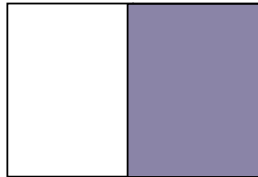
Space	Bleed Height	Bleed Width	Trim Height	Trim Width	Type Height	Type Width
Page	333	250	323	240	294	210
Half Page Vertical	333	121	323	116	294	101
Quarter Page	165	121	160	116	145	101
Horizontal Quarter Page	90	245	85	240	65	210
Vertical Third Page	333	85	323	80	294	65
Half Page Horizontal	165	250	160	240	140	210
Bookends	333	120	323	115	294	95
Vertical Quarter Page	333	66	323	61	294	46

Technical Specifications:



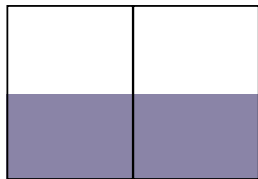
DPS

Bleed size: 49.5cms (W) x 33.3cms (H)
Trim size : 48cms (W) x 32.3cms (H)
Type area: 45.5cms (W) x 30cms (H)
(Please observe the 'Gutter' area)



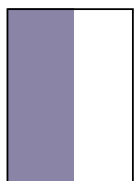
SINGLE FULL PAGE

Bleed size: 25cms (W) x 33.3cms (H)
Trim size : 24cms (W) x 32.3cms (H)
Type area: 22cms (W) x 30cms (H)



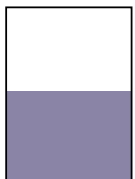
HALF PAGE DPS (HORIZONTAL)

Bleed size: 49.5cms (W) x 16.5cms (H)
Trim size : 48cms (W) x 16cms (H)
Type area: 45.5cms (W) x 13.5cms (H)



HALF PAGE (VERTICAL)

Bleed size: 12.5cms (W) x 33.3cms (H)
Trim size : 12cms (W) x 32.3cms (H)
Type area: 9.5cms (W) x 30cms (H)



HALF PAGE (HORIZONTAL)

Bleed size: 25cms (W) x 16.5cms (H)
Trim size : 24cms (W) x 16cms (H)
Type area: 21cms (W) x 14cms (H)



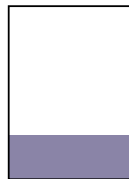
ONE THIRD PAGE (VERTICAL)

Bleed size: 9.5cms (W) x 33.3cms (H)
Trim size : 8cms (W) x 32.3cms (H)
Type area: 7cms (W) x 30cms (H)



ONE THIRD PAGE (HORIZONTAL)

Bleed size: 25cms (W) x 10.5cms (H)
Trim size : 24cms (W) x 10cms (H)
Type area: 22cms (W) x 8.5cms (H)



QUARTER PAGE (HORIZONTAL)

Bleed size: 25cms (W) x 9cms (H)
Trim size : 24cms (W) x 8.5cms (H)
Type area: 21cms (W) x 6.5cms (H)



QUARTER PAGE (VERTICAL)

Bleed size: 12.5cms (W) x 16.5cms (H)
Trim size : 12cms (W) x 16cms (H)
Type area: 10.5cms (W) x 14.5cms (H)



STRIP AD (HORIZONTAL)

Bleed size: 25cms (W) x 6.5cms (H)
Trim size : 24cms (W) x 6cms (H)
Type area: 22cms (W) x 5cms (H)

Material Specifications:

ALL ARTWORK SHOULD BE ACCOMPANIED WITH A PRINTED COLOUR PROOF AND SUPPLIED IN:

- Illustrator 10 or CS1 Version or later:
Text converted to **OUTLINES**, Links should be embedded in the artwork OR saved in tiff. OR eps format on CD
- Quark Xpress Version 5 or later version: Collect fonts, and links to CD.
- Adobe InDesign: Open file, Collect all links and fonts into CD
- Adobe Photoshop CS1 Version: EPS, TIFF or JPG file saved in CMYK format 300DPI resolution at PRINT Size
- Adobe PDF Format: PDF file at High Resolution with fonts embedded

Note: No changes should be made one day before publication date