

veintidós

desde la línea de **22**

Profile

Desde la Línea de 22 (From 22) born like the first specialized Rugby magazine in Spain. It's focused on professional, semi-professional and amateurs players, and also for the supporters, club members, and all merchandise manufacturers of Rugby.

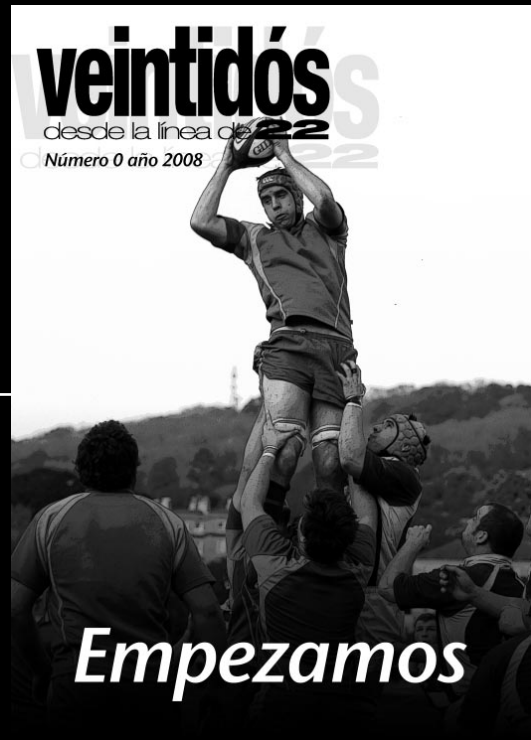
Rugby in Spain is having a fast growing due to become a professional sport.

Nowadays, Spain counts with more than 17.500 licenses of Rugby players. Rugby is also having a great development on Universities and Schools that are including this sport on their way to educate young people.

On March 2009 will start the first Spanish professional Rugby competition. It will be called: Super Liga Ibérica (Super Iberica League). 14 teams will compose the League, 10 of them form Spain, 3 from Portugal and the last one from Gibraltar. Some sponsors has sown it interest on supporting this attractive initiative, that make Rugby became a social phenomenon on 2009. There will also be a free TV game every Friday that will help to develop Rugby in Spain.

The new magazine "Desde la línea de 22 (From 22)" free in each game played in the Super Iberica League. We will also distribute it on the First and Second division games of the Spanish Rugby Federation league. It will also be distributed on every on the test match played by the Spanish national team on VI Nations B.

This opens a great number of chances of business and market for the assembly of companies that



commercialize not only specific products for Rugby, but also those that offer products destined in general to the objective public of "From 22" magazine: The magazine will be focused on Rugby players and supporters from 14 years old to 40. People with a healthful style of life, interested in its personal and physical care, its esthetical image, its nutritional habits, etc. About 50,000 monthly readers.

Therefore "From 22" Magazine appears like excellent support of communication between the sportsmen and professionals of the Rugby, and like a unique vehicle of promotion for the companies that commercialize products and services of interest for this sport activity.

As you know, this sport represents values and worthy principles of praise that determine the attitude of this group, that need a professional magazine that takes care of its needs of information and product like group.

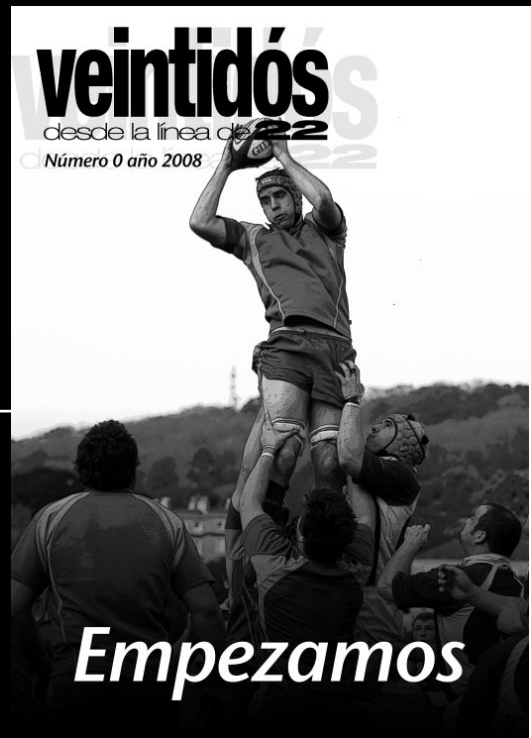
Made and distributed in Spain, From 22 Magazine is the best solution to get your principal targets in our country, and will be an excellent way for introduce your brand and products or confirm your presence in Spain.

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Diffusion

Free distribution in each game played in the Super Iberica League, in the First and Second division games of the Spanish Rugby Federation league. It will also be distributed on every on the test match played by the Spanish national team on VI Nations B.



Technical data

Monthly. 12 numbers per year.
Format: A-4 (210 xs 297 mm).
Printing: Offset Colour 4/4. 150 lines.
Securing loose: Saddle stitched + 2 staples.
Inner paper: 80 gr. mechanical paste.
Covered paper: 135 gr. + UVI shine varnish.

Digital specifications

- All files must be supplied as PDF/X1a.

- Images used must be SWOP standard CMYK or grayscale TIFF, EPS or JPEG at 300 dpi. Do not embed ICC profiles.
- Use Type 1 or Open Type fonts, do not use TrueType fonts.
- Required types safety: 3 mm. from trim on all sides (Bleed)
- DPI 300 + Line Screen 150

Target

Amateur and professional Rugby players, sportsmen, trainers, clubs, federations, referees, physiotherapist, sport doctors,

equipment suppliers, sport marks, and every kind of professionals and supporters related to the world of rugby.

Reader's profile

“Desde la línea de 22”

“From 22” it's focused on Rugby players and supporters from 14 years old to 40. People who has a healthful style of life, interested in its personal and physical care, its esthetical image, its nutritional habits, etc. Rugby in Spain is having a fast growing due to became a professional sport. Nowadays, Spain counts with more than 17.500 licenses of Rugby players.

Rugby is also having a great development on Universities and Schools that are including this sport on their way to educate young people.

Diffusion by age strip:

- Up to 18 years: 15%
- Between 18-40 years: 75%
- Older 40 years: 10%

Circulation:

Over 50,000 monthly readers approximately.

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Advertising

Features

ADVERTISING RATES 2009

Double Page Spread: 4.995 €
Complete Page: 2.995 €
1/2 Page: 1.800 € · 1/2 Page Square: 2.300 €
1/3 Page: 1.350 € · Quarter Page: 975 €
Other formats: To consult.

Advertising sizes (in millimetres)

DPS Bleed: 303x426	Half Page Vert. Bleed: 303x106
DPS Trim: 297x420	Half Page Vert. Trim: 297x100
DPS Type: 242x380	Half Page Vert. Type: 242x80
Page Bleed: 303x216	1/2 Page Square Type: 170x120
Page Trim: 297x210	1/3 Page Horiz. Type: 74x170
Page Type: 242x170	1/3 Page Vert. Type: 242x50
Half Page Horiz. Bleed: 151x216	2/3 Page Vert. Type: 242x110
Half Page Horiz. Trim: 145x210	Quarter Page Horiz. Type: 120x80
Half Page Horiz. Type: 120x170	Quarter Page Vert. Type: 80x120

Special locations.

Outside Back Cover: 4.750 €
Inside Front Cover 3.995 €
First pages (5,7,9 y 11): 3.495 €

Series discounts.

2-4 issues: 10% · 5-8 issues: 20%
9-12 issues: 30%

Sponsored & promotional articles.

2 pages: 2.995 € · 4 pages: 4.995 €
Other formats: To consult.

Agency Discount: 10%

Special Numbers: 10% of surcharge on rates

Contract Conditions

- Payment of insertions will be to the 30 days from the publication of the announcement
 - Insertion order and the material to publish will have to be received a ahead month of the number when coming out.
 - Subsidiary responsibility of the advertiser.
- In the case of indicating in the publicity order reason and social address different from the advertiser, for the payment of the invoice, this one it will continue being responsible for the payment of the insertion
- Advertising orders will have character of firm and irrevocable, unless one communicates in writing a ahead month as minimum
 - Prices are by an insertion and without I.V.A., loaded in invoice to the effective type
 - Magazine reserves the right to reject partly in everything or, the texts, photographs and/or drawings to publish when therefore it creates it advisable in benefit of the aesthetic one of the publication.

Nº 1. January 2009. **Beginning.**

- Challenge of spanish rugby becoming a professional sport.
- VI Nations: Wales defends title.

Nº 2. February 2009. **Training's Equipment.**

- Balance of the first return of the spanish 1st Div.
- Sportsman's hydrate before concerted efforts.

Nº 3. March 2009. **Europe's Championship.**

- Spanish selection Goes Up!
- Technical of force and power for the forwards.
- Super Iberian League starts.

Nº 4. April 2009. **Special equipment.**

- Balls, Hoops, Buccal protectors...
- Straight end of the Div. de Honor.
- Equipment in form.

Nº 5. May 2009. **Guide of Rugby in Spain.**

- Where to buy your material. Best locations.
- Technology put to the service of the Rugby.
- Special Quarries. Youngs push hard.

Nº 6. June 2009. **Rugby Seven.**

- How to stay in form during the summer
- Special healthful nutrition

Nº 7. Julio 2009. **Female Rugby in Spain.**

- Summary of the Super Iberian League.
- Weights, that great stranger.
- How to train and to favor your progression. To gain force.

Nº 8. August 2009. **Beach Rugby.**

- It begins Super 14. Best rugby of the world.
- Special Health. Corporal care.

Nº 9. September 2009. **Start Season.**

- Previous of the beginning of the league of Div. of Honour and Div. of Honour B.
- Special protections. Equip for the new season.

Nº 10. October 2009. **Equipment's Guide.** What's new?

- Last developments displayed by the main manufacturers to your reach.
- Special boots. How to choose my boots?
- How to coexist with the injuries.

Nº 11. November 2009. **New Zealand 2011.**

- Special Spanish Selection.
- Sub 21, Sub 19, Youthful...

Nº 12. December 2009. **A year of Rugby.**

- Main profits of the Spanish Rugby in 2009.
- Rugby as Olympic sport.