

THE MAGAZINE THAT GIVES POKER PLAYERS AN EDGE

Mission Statement

"From cutting edge strategy direct from the best players in the game, to interviews with the biggest stars and expert tournament analysis InsidePoker gives exclusive access to the best in the world of poker to help you play like a pro."

Alun Bowden, Editor

The Market

- 5 million active online cash poker players worldwide
- Growth being fuelled by technological developments, such as broadband services, digital TV and mobile phone
- The UK is fast becoming the home for major poker companies due to more relaxed legislation than the USA
- Poker is now a mainstream leisure activity - available anytime and anywhere

The Magazine

The heart of the magazine is the strategy section, which is packed with articles written by top pros and leading poker writers covering every area of poker. Readers are given easily implemented action plans designed to get them playing more and winning more. And there are exclusive tournaments that give readers the chance to take their seat at the biggest poker tournaments in the world. Alongside this there are interviews with the best players in the game, updates on the UK poker scene, columns from superstars such as Dave Colclough and Roland De Wolfe and expert coverage of the tournament scene.

The Product

- Feature interviews with the game's biggest players
- News from the world of poker
- A 20 page strategy section written by professional players
- Advice on tournament play and situational play
- Reviews on poker playing destinations across the globe
- Interactive freerolls and prize giveaways
- Distributed via WHSmith, independent newsagents, Borders, subscriptions and partnerships with operators

The Audience

- 13, 158 ABC (Jul-Dec 06)
- 95% male, average age - 36
- 80% play daily
- Has 6 online accounts and plays 15 hours per week
- Earns almost £30,000 p/a
- 78% keep the magazine for reference
- Deposits \$40 each time
- 84% buy the magazine for the strategy articles

Source: Reader survey 2007

A Unique Advertising Opportunity

InsidePoker is a targeted route to a premium audience. It features editorial that encourages response, driving poker into the mainstream and bringing textbook strategy to the newsstand.

Creative Solutions

- Covermount/Event-led supplements and strategy guides
- Monthly and series length freeroll competitions
- Direct response sponsorship opportunities
- Issue bagging, giveaways, belly-bands and gatefolds
- Media partnerships and contract publishing



LOOSE INSERTS

PRINT RUN	12,000
SUBS	6,000
COST PER '000	£175
MINIMUM VOLUME	12,000
AGENCY DISCOUNT	10%

LIST RENTAL

POSTAL VOLUMES	2,000 active subs
COST PER '000	£180
DELIVERY	£40
RUN ON	£10 per '000
EMAIL VOLUMES	2,500 UK
COST PER '000	£250
BROKER DISCOUNT	20%

INSERT SPEC

MAXIMUM SIZE	260mm head to foot x 160mm spine to fore-edge
MINIMUM SIZE	148mm head to foot x 105mm spine to fore-edge
MAXIMUM NO. OF PAGES	32 pages loose inserts over 10 pages, a sample is essential
MAXIMUM WEIGHT	32 pages on 45gm ² stock
MINIMUM WEIGHT	2 pages on 100gm ² stock

RESEARCH

QUESTIONNAIRE DESIGN (INCLUDING BRIEFING MEETING)	£2,250
UPLOADING THE SURVEY ONLINE	£250
MARKETING THE SURVEY (VIA SOLUS EMAIL, NEWSLETTER OR WEBSITE)	£500
DATA ANALYSIS, CROSS TABULATION (INCLUDES FULL ACCESS TO DATA TABULATIONS AND OPEN ENDED COMMENTS)	£2,000
TOTAL COST OF RESEARCH	£5,000
LIST RENTAL	£250 per '000
FURTHER ANALYSIS AND REPORTING (POWERPOINT)	£1,000
Costs do not include: Respondent incentives, personal details of the respondents and/or VAT	

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List Warranty No: 001337

