

ALTERNATIVE MAGAZINES

<u>TITLE</u>	<u>FREQ</u>	<u>CIRCULATION</u>	<u>PAGE</u>	<u>COST</u>	<u>AUDIENCE/COMMENTS</u>
<u>LIFESTYLE MAGAZINES</u>					
RASP	MONTHLY	50 000	1690		17-25. Students and young professionals. Music, Style and fashion, distributed through universities nationally and 'free bins' in London
IKON	MONTHLY	60 000	3870		20-30. 80% men, educated ABC1. Lifestyle magazine including music, movies and sport.
MONITOR M	MONTHLY	5 000	650		Young adults living in the Greater Glasgow area. Organized by IMS Trust for unemployed as a free magazine.
DON'T TELL IT	ALT MONTH	30 000	3450		15-34. 68% female, it includes fashion for both men and women with numerous quality articles.
DAZED AND CONFUSED	MONTHLY	45 000	2100		18-24. very popular alternative magazine. Claims to have carried cigarette advertising.
CRACK	MONTHLY	45 000	2200		18-35. Higher proportion of men. It is a free magazine in the North East and has previously carried Marlboro advertising.
I-D	MONTHLY	33 000	2000		18-30. Music and fashion. Very hip. Used to carry cigarette advertising.
ETERNITY	MONTHLY	33 000	1000		83% Male aged 17-30. A mixture of dance and acid music with lifestyle.
<u>ETHNIC</u>					
THE VOICE	WEEKLY	46 868 ABC	4425		70% in 15-34 group with 55% being female. Targeted towards black people. Newsprint format. It includes topical news and entertainment.
CINEBLITZ INTERNATIONAL	MONTHLY	34 090 ABC	1400		Asian film market, 15-60. Lifestyle Asian urban magazine with articles ranging from fashion, food to music.
TRUE MAGAZINE	MONTHLY	26 000	1720		15-24. Higher male proportion. Music and lifestyle magazine including articles on politics and fashion.

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<u>SCIENCE FICTION/HORROR</u>					
SFX	MONTHLY	50 238		1695	Casual and hard-core science fiction and fantasy fans targeted at 15-35 age group.
SHIVERS	ALT MONTHS	30 000		590	Horror Entertainment with a higher proportion of males. Specialized magazine including news and a large number of video reviews.
<u>COMIC/HUMOUR</u>					
SPIT	MONTHLY	55 000		325	Male 18-35 readership of adult humour in a cartoon/comic format. Regular adult comic strips and editorials.
ZIT	MONTHLY	102 000		2200	18-25 Males, comprising students and young professionals. Trend setting youth magazine with adult humour.
SKANK	ALT MONTHS	10 000			16-30, Male readership. Mainly black and white comic format and photo strips.
TANK GIRL	MONTHLY	70 000		1890	16-22, with 75% male readership. Includes some music and news articles.
<u>ELECTRONIC LIFESTYLE</u>					
WIRED	MONTHLY	29 712 ABC		3500	Computer literate readers alert to business, social and political implications of the digital revolution. Includes articles on new ideas, attitudes and products of technology
THE WEB	MONTHLY	60 000		2094	Adult users of the global Internet. It includes Internet developments and directory listings. For private and business users.
G-SPOT	ALT MONTH	25 000		1200	16-25, 60% Male readership. Articles are targeting youth electronic computer users. Also includes news, fashion and music.

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<u>MUSIC / DANCE</u>					
BLUES & SOUL	FORTNIGHTLY	36 000		1465	Youth interested in black soul and dance music. 70% male with the average age being early 20's.
DJ	FORTNIGHTLY	24 998 ABC		1200	90% Male readers, club DJs, ravers, club goers, record shop owners.
MIX MAG	MONTHLY	57 171 ABC		1400	18-30, interested in house, mix and dance music
MUSIK	MONTHLY	35 000		1385	18-30. Opinion forming men who are interested in dance music. Applied to take cigarette advertising.
TOUCH	MONTHLY	32 000		1255	15-24. Mostly males interested in dance music and club scene. Has previously carried both Silk Cut and Marlboro.
THE WIRE	MONTHLY	30 000		1450	26-35. Opinion forming males interested in rock, jazz improvised and composed music. Articles on music developments, interviews and reviews. Can carry cigarette advertising.
JAZID	ALT MONTHS	20 000		1850	18-25 years, people who enjoy the acid jazz scene including news and opinions of the world sound and style of acid music.
TRIGGER	FORTNIGHTLY	30 000		900	Broad music range for 16-25. Newsprint. Music news and reviews.
BIGWIG	MONTHLY	8 000		700	Popular music targeting 17-25. Includes news and articles on music developments world-wide but mainly in and around Scotland.
TERRORIZER	MONTHLY	15 000		880	Targets ages 16-25 interested in extreme, black metal. News and articles centered around UK and US thrash metal.
HIP HOP CONNECTION	MONTHLY	26 000		1000	16-24. People interested in Hip Hop, Rap and Swing. Covers reviews of dance events

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M8	MONTHLY	30 502	2000	16-24. Targeting social young people in the Scottish region. Includes a review of recent and up coming gigs and clubs.
<u>EVENTS GUIDES</u>				
PAINT IT RED	MONTHLY	35 000	600	18-30 years interested in fashion and music. Film, music, theatre reviews in Newcastle. Has advertised cigarettes before (Marlboro).
THE LIST	WEEKLY	14 000	750	18-35, 75% professional singles and 25% students. Offers a list of arts and entertainment in Glasgow and Edinburgh. Carries Kensitas
BLAG	MONTHLY	60 000	650	18-25 young club goers. Outlines all dance or club listings and entertainment. Distributed at all venues and universities.
CITY LIFE	FORTNIGHTLY	20 000	780	Target 18-40 ABC1, with high disposable income. This is a national arts and entertainment list for Manchester area. Previously carried Marlboro.
VENUE	FORTNIGHTLY	19 000	800	25-35 ABC1. Entertainment and leisure guide in the South West. Similar to City Life and Time Out. Carries Marlboro.
OVERALL THERE IS A SMELL OF OF FRIED ONIONS	MONTHLY	5000	500	16-40 Outgoing people living in the East Midlands. Mainly students and people interested in clubs, live music, cinema and theatre.
<u>SPORT</u>				
KICK IT CITY	MONTHLY	76 000	2400	18-35 ABC1 football literate in London and South East. Football lifestyle magazine. Can carry cigarette advertising.
SWEET FA!	ALT MONTHS	35 529	750	Football fans 18-34. Cartoon format, humourous.
GOAL	MONTHLY	50 000	2700	Glossy football magazine from IPC. Launched October 1995.
TOTAL FOOTBALL	MONTHLY	80 000	3350	Glossy football magazine. Launched October 1995.

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SUK SNOWBOARD UK	ALT MONTHS	18 000		18-25 years with a higher proportion of men. International magazine with articles from around the world. Includes fashion and music.
ONION BAG	MONTHLY	60 000	2040	Irreverent. Football comic.
<u>GAY PRESS</u>				
THE PINK PAPER	WEEKLY	46 882	1942	Written in newspaper style it includes more serious gay and lesbian news articles such as political news and gay and lesbian rights.
GAY TIMES	MONTHLY	57 000	1150	Includes a lot of advertising and escort numbers and includes more of the entertainment and party scene.
BOYZ (LONDON)	WEEKLY	25 000	1100	BOYZ UK delivered free through BOYZ London. Articles consist of mainly night club news, entertainment and bars. Younger, sociable market.
ATTITUDE	MONTHLY	25 000	3000	This is a more up-market, high quality glossy magazine. Information on arts, fashion and topical articles.
GAY GAZETTE	WEEKLY	18 500	650	Published in newspaper style, includes news on London clubs, entertainment as well as some serious gay news.