

FACTS & FIGURES // RATES // SPECS & DEADLINES // CONTACT



General

EUROPE'S GAY GUIDE
TO FETISH NIGHTLIFE
MEDIKIT 2016

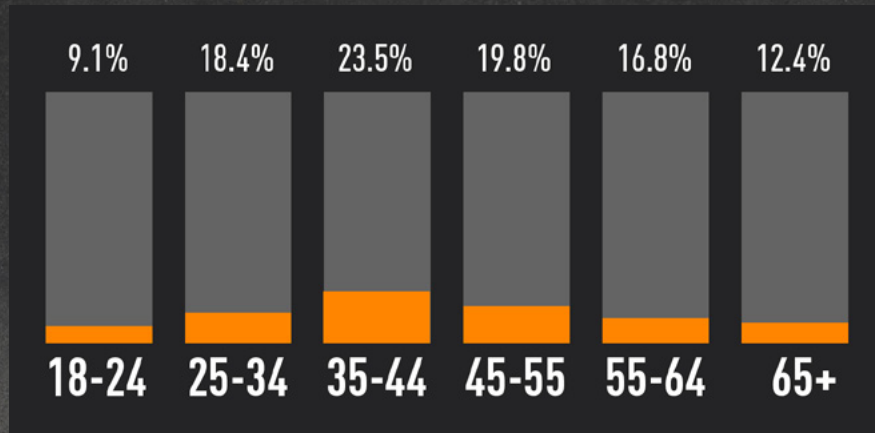
Cerebral covers all of Europe's
gay fetish locations!
(Not all shown on map.)

GRAN CANARIA

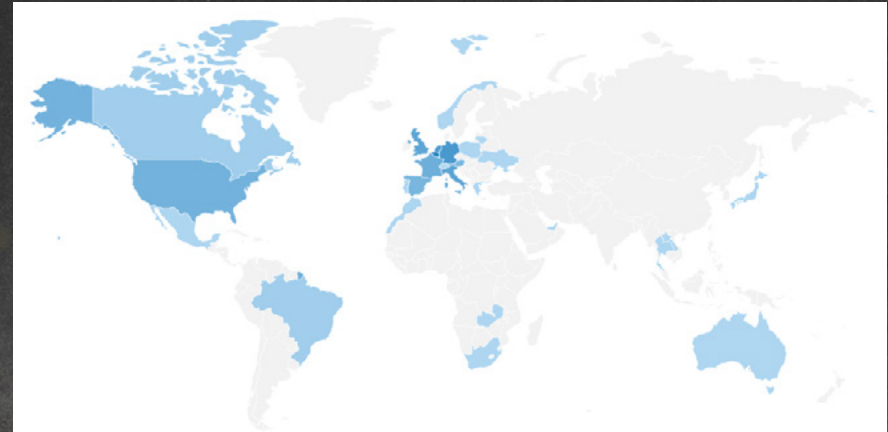
MANCHESTER
BIRMINGHAM
BRISTOL
BRIGHTON
LONDON
LILLE
PARIS
BRUSSELS
LIEGE
MILAN
MADRID
LISBOA
BARCELONA
ROTTERDAM
ANTWERP
AMSTERDAM
HAMBURG
BREMEN
BERLIN
FRANKFURT
MUNICH
VIENNA
PADOVA
ROME

Cerebral

READER AGE



READER ORIGINS



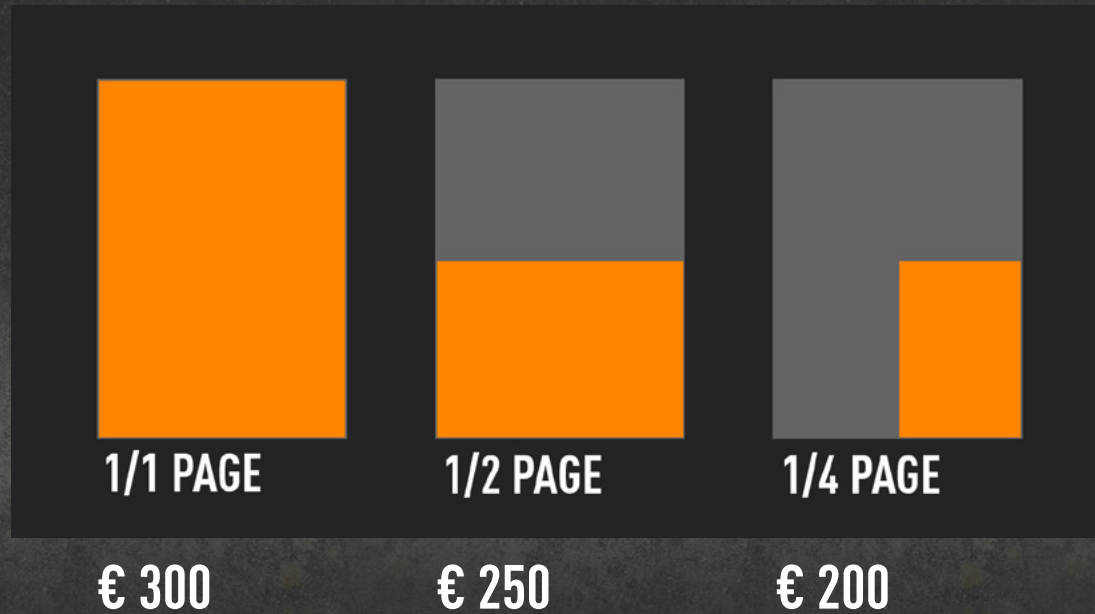
READERSHIP IMPRESSIONS



TOP COUNTRIES:

18.9%	THE NETHERLANDS
18.6%	GERMANY
17.6%	BELGIUM
11.2%	UNITED KINGDOM
8.4%	FRANCE
7.9%	AUSTRIA
4.6%	SPAIN
4.1%	ITALY
3.9%	UNITED STATES
2.2%	CANADA

ADS



AD RUNTIME: 3 months
PRINT RUN: 13,500 printed copies
ONLINE VIEWS: 7,480 average
DISTRIBUTION: Belgium, The Netherlands, Germany, France, Spain,
United Kingdom, Italy, Austria, Portugal
Over 110 distribution points

BANNERS



BANNER RUNTIME: 3 months
VIEWS: 3,120 average
(in random rotation)

Cerebral

AD SPECS

1/1 PAGE 154 mm high - 111 mm wide
1/2 PAGE 57 mm high - 77 mm wide
1/4 PAGE 57 mm high - 36 mm wide

RESOLUTION: 300 dpi
COLOR: CMYK
FORMAT: PDF, JPG or TIFF
BLEED: Keep important content 12 mm from the edge to avoid cutting problems (only applies to full page ads).

DEADLINES

RELEASE DATE DEADLINE for artwork, agenda and content

1 January 2016	1 December 2015
1 April 2016	1 March 2016
1 July 2016	1 June 2016
1 October 2016	1 September 2016

BANNER SPECS

SKYSCRAPER 120 px wide - 600 px high

RESOLUTION: 72 dpi
COLOR: RGB
FORMAT: JPG, GIF, PNG, SWF (Flash)
Note: Flash is not recommended as it will not appear on Apple mobile devices (ipad or iphone)

FILE SIZE: < 100 kb

DETAILS:
No audio allowed
No expandable ads
No deceptive ads allowed
No heavy flashing animations

DELIVERY

Send us ads or content via e-mail or Wetransfer (www.wetransfer.com).

Our address: info@cerebralfetish.com.



CONTACT

www.cerebralfetish.com
info@cerebralfetish.com

Cerebral Office
Lentestraat 12
2018 Antwerpen
Belgium

+32 479 76 44 08

Publisher:
Thunderwood bvba

WHY CEREBRAL?

Cerebral is Europe's only pocket agenda dedicated to the gay fetish community. It's the perfect way to reach your audience, and your audience only.

The guide is available for free in over 110 fetish hotspots in Europe and online via our website.

Our slim company model enables us to keep advertising prices extremely low. This is ideal in times where advertising budgets are shifting from print to digital campaigns.

Our advertisers are eligible to add their events to the Cerebral agenda listing for free. We offer interested advertisers at least one article per year about their business.





INFORMING THE GAY FETISH
COMMUNITY FOR OVER 10 YEARS
>> 2005 - 2016 <<

Cerebral