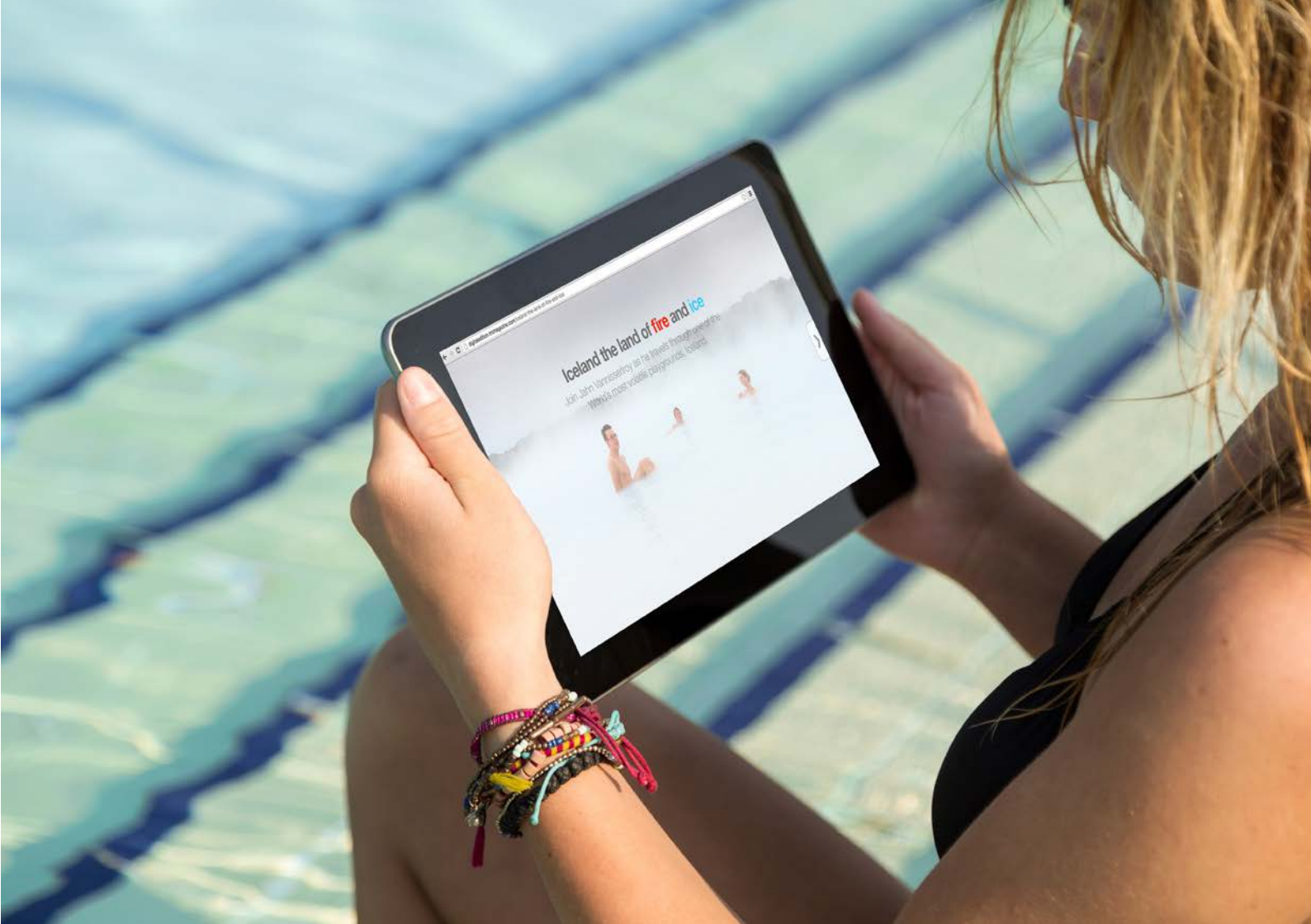




TNT

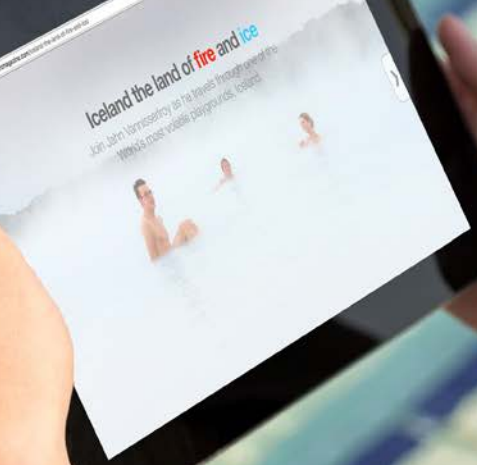
MAGAZINE

DIGITAL MEDIA GUIDE



Iceland the land of fire and ice

Join John Tomasevic as he travels throughout the world's most remote provinces, Iceland



The digital evolution of TNT Magazine

Here at TNT Magazine we're no strangers to innovation or forward thinking. We were among the first to effectively roll out a free print magazine via on-street distribution in London and since then have tried to move with the times and adapt to the demands of our readers.

In our audience demographic, technology has emerged as the clear victor when it comes to how they consume content, so we've had to embrace change and migrate our offering to digital rather than cling onto the print distribution model for sentimental reasons.

We knew we needed to build something special that went beyond the re-purposed magazine (page turning) format, but offered something different to a traditional website. We've been very busy developing this new platform and we're really excited to now be able to share it with you.

<http://digitaledition.tntmagazine.com>









TNT **MAGAZINE**

Introducing the TNT Digital Edition

TNT magazine on any device, anywhere.

We've built an entirely unique system which we think is rather special. We wanted to make sure our solution was universal and not restricted to a particular web browser, iphone or android platform. This is why we have come up with this platform which works on any device without app downloads or restrictions of any kind. Other advantages include -

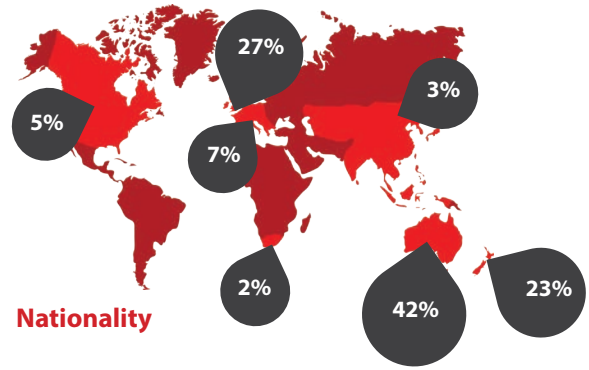
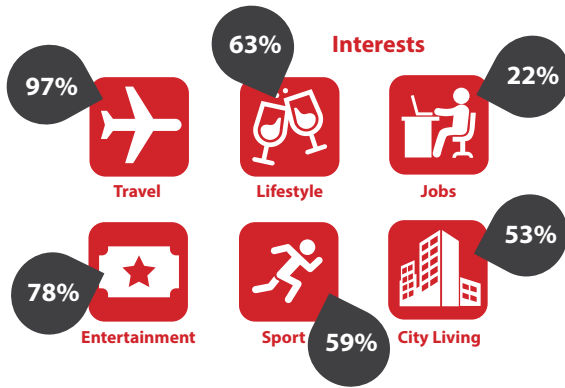
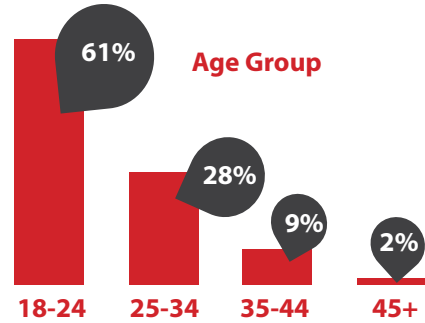
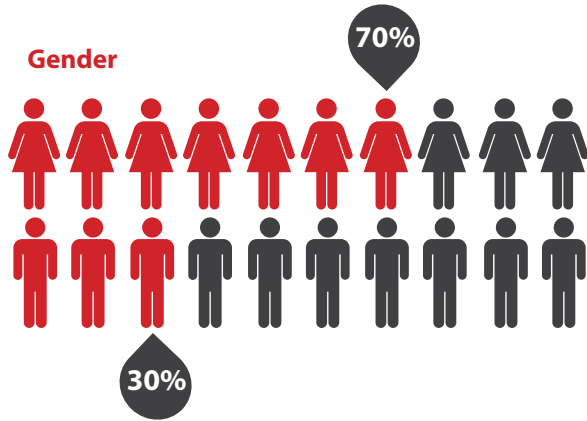
-  Easy to read
-  Simple to navigate
-  Monthly digest of the best content from TNT (UK & Australian editions)
-  Rich media (high resolution photography, videos and animations)
-  No app to download
-  Works on any device or computer

Our Audience

Who do we reach?

An insight into our audience demographic.

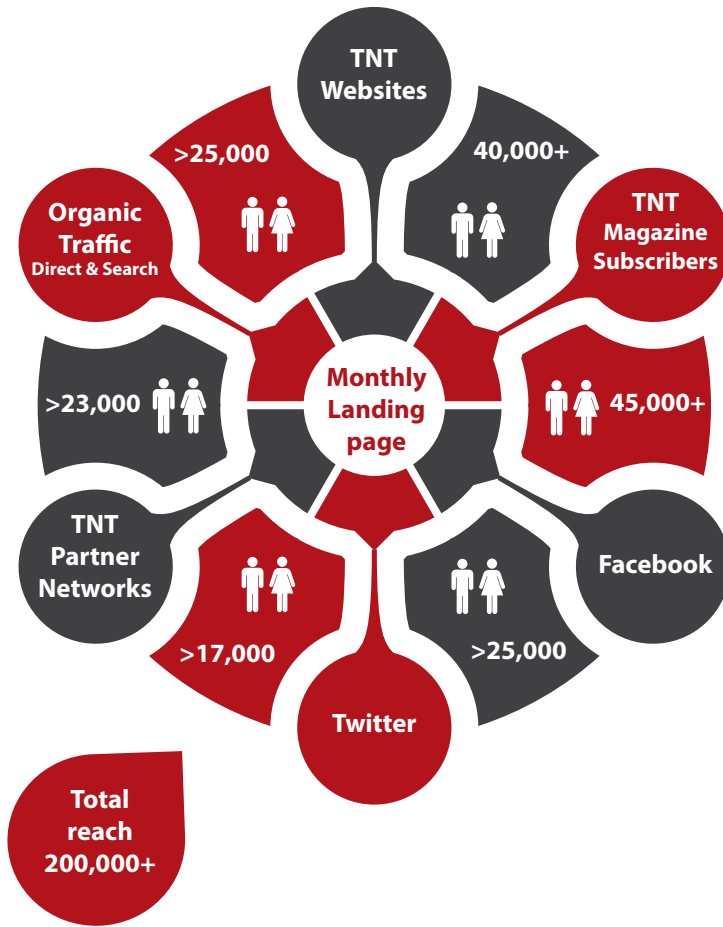




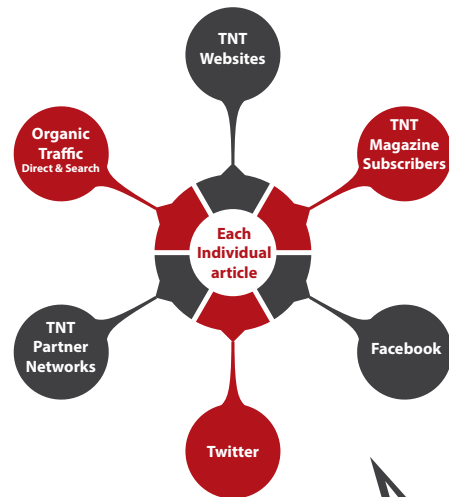
Distribution Network

Our multi-channel distribution model delivers our magazine to the largest audience we've ever had.





Each issue is delivered in its entirety via all our distribution channels as a complete issue. In addition we market each article individually through the same channels to maximise the exposure of each article.



Not enough for you?

We can also boost your campaign to reach even larger numbers if you really want us to!



Why should you get involved?

- 1 Much larger audience reach than previously possible via print. We already have a large active digital readership, and are investing in whole edition and individual article page promotion via social media and search channels to continue to expand the products reach and active lifespan.
- 2 Transparency in ROI with detailed campaign reporting.
- 3 Unrivalled on-screen advertising positions (our premium adverts literally fill the screen of any screen on any device) This simply isn't possible via other traditional web media placements.
- 4 Greater mix of content (advert positions, editorial, videos, custom links to products or services)
- 5 Uncapped ongoing exposure direct to each article via organic traffic and ongoing SEO.
- 6 Direct links back to your website from a high value, high reputation domain name to the benefit of your own SEO.
- 7 No limitations to your content or advertising, we aren't constrained by print page dimensions, so can be far more flexible and creative with your campaign.



Commercial opportunities

We have a range of advertising options available for all budgets and exposure sizes.

Bronze Advert

Think of this as a 1/4 page advert in print terms.

- 456 pixel wide (up to) 350 pixel deep
- No editorial or interactive elements other than a link

Gold Advert

Equivalent to a full page advert in print terms.

- 1204 x (up to) 550 pixels
- up to 500 words of editorial with 1 interactive element (video, product showcase/ listing etc)

Silver Advert

Equivalent to 1/2 page advert in print terms.

- 1114 x (up to) 400 pixels
- up to 200 words of editorial
- no interactive elements other than a link

Platinum Advert

Equivalent to a double page advert in print terms.

- 1204 x (up to) 850 pixels
- up to 1000 words of editorial with 2 interactive elements. (video, product showcase/ listing etc)



<http://digitaledition.tntmagazine.com>

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