

Why Advertise with Rockfax ?

Rockfax is the leading producer of rock climbing guidebooks in the UK with a well-established brand name that is known by virtually all climbers.

There are over 35 Rockfax titles and over 250,000 Rockfax books in print and the majority of these books are still being used.

Rockfax guidebook advertising lasts for the lifetime of the guidebook, not the month of the magazine.

Rockfax guidebook readers are a highly targeted audience, often in a small geographical area and always with specific climbing-related needs.

Rockfax guidebooks have changed what climbers expect from guidebooks and our new books are leading the way with four having gone on to win national and international awards.

Rockfax guidebooks are now the standard that all other guidebooks are compared to.

2012 Advertising Rates

Except where indicated

Outside back cover£1500

14.8cm x 21cm plus 5mm bleed. Includes book bar code.

Inside front cover £700

LH page, 14.8cm x 21cm plus 5mm bleed.

Inside back cover £600

RH page, 14.8cm x 21cm plus 5mm bleed.

Back cover flap £600

10cm x 21cm plus 5mm bleed.

Opposite contents page . £550

LH page opposite Contents, 14.8cm x 21cm plus 5mm bleed.

Internal full page £500

All RH pages, 14.8cm x 21cm plus 5mm bleed.

Internal 1/2 page £300

*14.8cm x 10.5cm plus 5mm bleed
or 13.5cm x 10cm without bleed.*

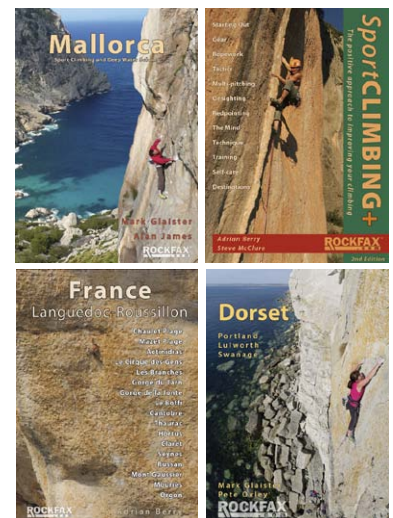
Please add 20% VAT for UK-based advertisers

Payment due 30 days after publication for repeat advertisers. Payment due in advance for first time advertisers.

Rockfax Artwork Guidelines - See the last page of this document for advice on artwork, format, bleed and resolution of your advert.

Rockfax in 2011

During 2011 we have published 2 new books, done one updated second edition and have another 2 books close to publication. **Mallorca** has taken off where the last edition left off only with increased sales due to the addition of a full deep water soloing guide. The third part of our France series - **France : Languedoc Roussillon** - has also been well received with good initial sales, plus a knock-on boost to the sales for the rest of the France series. **Dorset** is very close to publication as is another book in our performance range aimed at young climbers at climbing walls - **The Beginners' Guide for Climbers** is fully endorsed by NICAS, the national award scheme, and is likely to be a big hit in the UK's climbing walls.



Advertising at Rockfax contact:

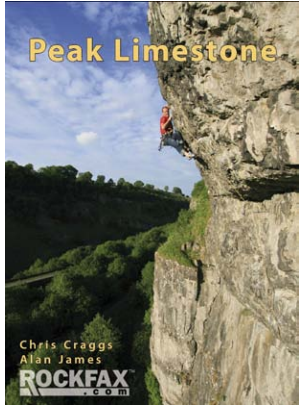
Sherri Davy
sherri@rockfax.com
Tel: 0114 2630719

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Peak Limestone

Stoney, Horseshoe, Buxton Quarries, Harpur Hill, Staden Quarry, Chee Dale, Raven Tor, Water-cum-Jolly, Ravensdale, Aldery Cliff, Beeston Tor, Dovedale, Harborough, Southern Quarries, High Tor, Wild Cat, Willersley

Chris Craggs
Alan James



Summer 2011 sees the publication of a new guidebook to the trad and sport routes of the many and varied cliffs scattered across **Peak Limestone**.

The book takes the coverage in the Peak section of the well received **Northern Limestone** Rockfax from 2004 (the

Yorkshire section will be published later) and expand this with better photographic coverage, more cliffs and more routes.

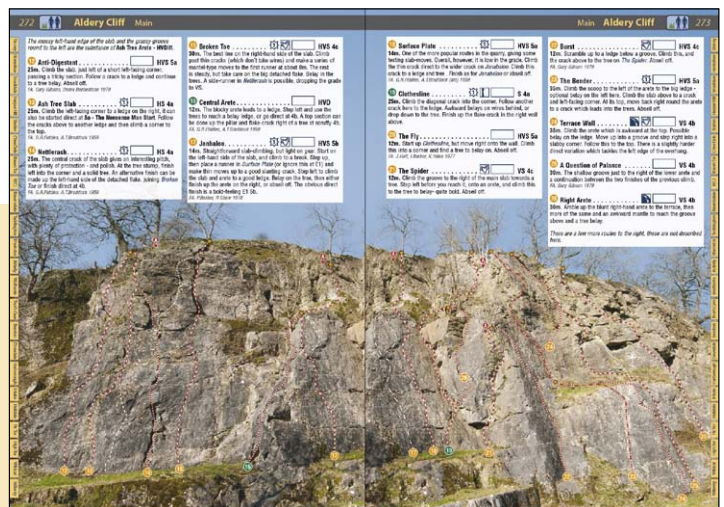
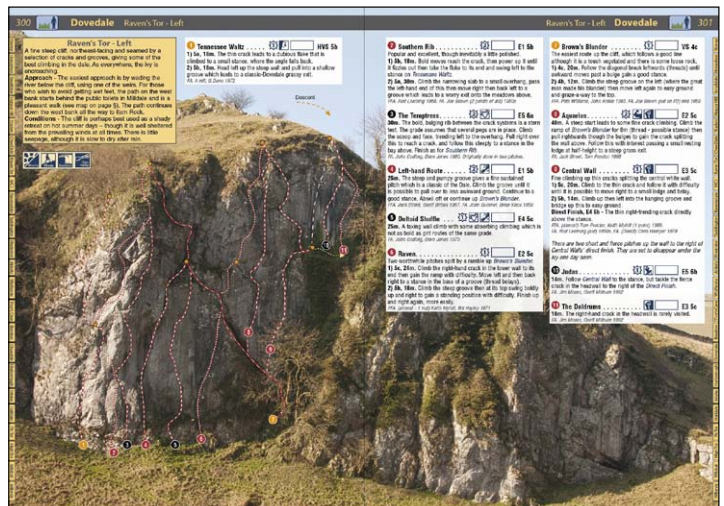
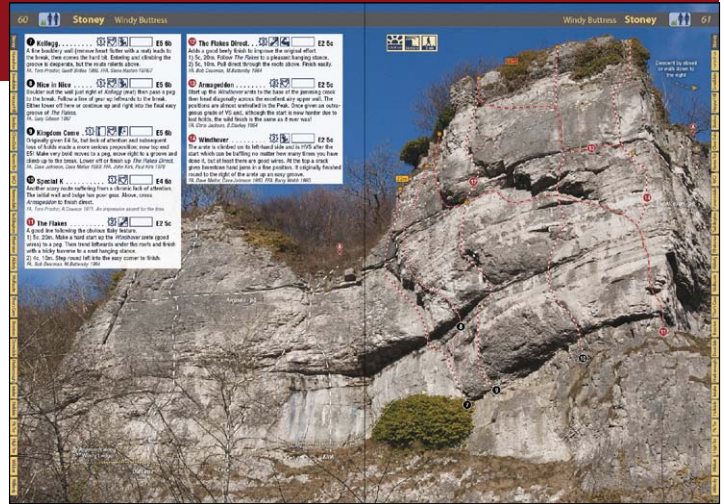
From the sylvan delight of the Staffordshire Dovedale and Manifold valleys, through the impressive cliffs of the Matlock area all the way to the extensive and well developed crags of Cheedale and Water-cum-Jolly. Plus the ever-popular haunts of Stoney Middleton and Horseshoe Quarry.

A number of the limestone cliffs in the Peak have rather have fallen out of favour in recent years, this new guidebook will bring them back into the limelight. Recent developments with many newly bolted climbs will be covered in detail and the photographic coverage will show the cliffs in all their glory.

www.rockfax.com

400+ pages
Over 2800 routes
A5 paperback
Publication - March 2012

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Trade enquiries to Cordee, UK
Tel: 00 44 (0)1455 611185
Email: info@cordee.co.uk
Web: www.cordee.co.uk

Peak Limestone
Retail price £24.95
ISBN - 978 1 873341 52 0
Cordee Stock Code - CCP023

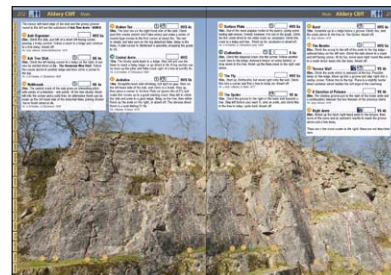
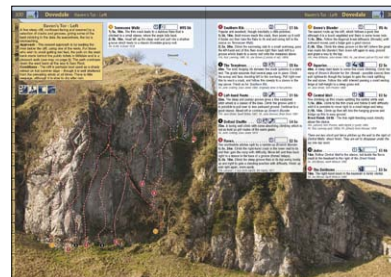
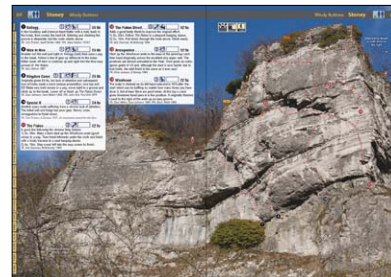
Peak Limestone

Information for advertisers

Peak Limestone includes some of the best and most popular sport climbing venues in northern England. The previous Rockfax guide to the area was published in 2004 and was significantly more popular than we had predicted, selling out in just over 5 years.

Unlike its predecessor, this new book will be dedicated to the Peak area only and is set to become the essential guide for sport climbing and trad climbing on the limestones crags of this fine area.

We have positions available throughout the book, although these will be sold on a 'first-come, first-served' basis. If you wish to reserve a specific position, or have any queries, please get in touch as soon as possible.



Peak Limestone

Advertising Rates

Outside back cover SOLD

14.5cm x 21cm plus 5mm bleed. Includes book bar code.

Inside front cover SOLD

LH page, 14.5cm x 21cm plus 5mm bleed.

Inside back cover SOLD

RH page, 14.5cm x 21cm plus 5mm bleed.

Inside back cover flap SOLD

10cm x 21cm plus 5mm bleed.

Opposite contents page SOLD

LH page opposite Contents, 14.5cm x 21cm plus 5mm bleed.

Internal full page £500

All RH pages, 14.5cm x 21cm plus 5mm bleed.

Internal 1/2 page £300

14.5cm x 10.5cm plus 5mm bleed or 13.5cm x 10cm without bleed.

Please add 20% VAT

Payment due 30 days after publication

ARTWORK - Artwork supplied in PDF format.

We can help produce artwork from your supplied images if required. We also have access to many action photographs of the area.

BOOK SPECIFICATIONS

6,000 print run

420 pages

Full colour throughout

Retail price £24.95

SCHEDULE

Position booking

up to end of January 2012

Artwork

by end of January 2012

Publication

April 2012

Invoicing

on publication (30 days)

CONTACT

sherri@rockfax.com

Tel: 0114 2630719

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France : Ariège

La Roche Ronde, Le Roc a Steph, Calames, Le Roc de Sedour, Alliat
Genat, Sibada, Baychon, Niaux, Auzat, Sinsat, Appy
Aix Les Thermes, Dent d'Orlu, Roquefixada, Le Carol

Chris Craggs

Unlike the other volumes in the Rockfax France series, the Ariège guidebook will cover a relatively small area - a patch not much more than 30 by 40 kms, tucked away in the foothills of the French Pyrenees, where the Ariège river cut through the mountains.

Despite its compact size there is a huge amount of climbing in the area, plus top quality hillwalking and mountaineering and lots of skiing too. The variation in altitude means that it is almost always possible to get something done, summer or winter.

The climbing is varied on both limestone and granite; all angles from slabby to steep, and single pitch up to massive! From the near-roadside granite of Auzat to the huge limestone cliffs of Sinsat; from the super-steep test pieces of the caves at Alliat to the bolted 20+ pitch climbs on the Dent d'Orlu, there is something here for everyone.

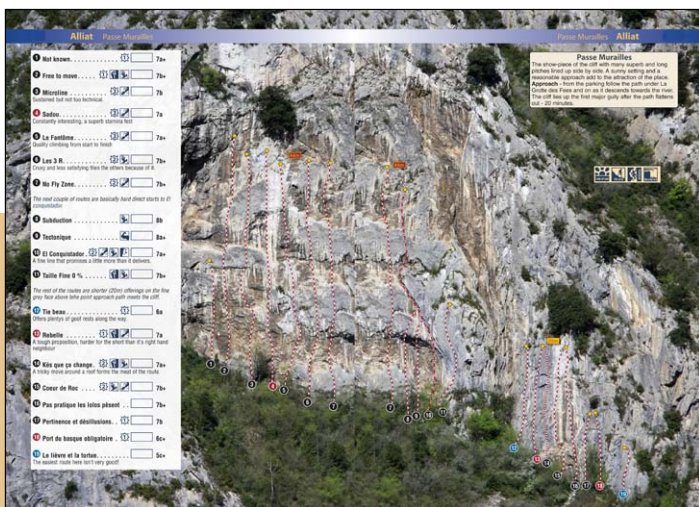
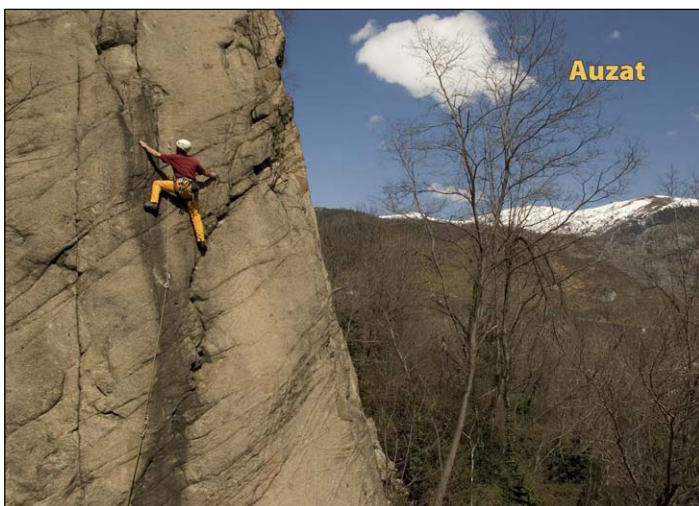
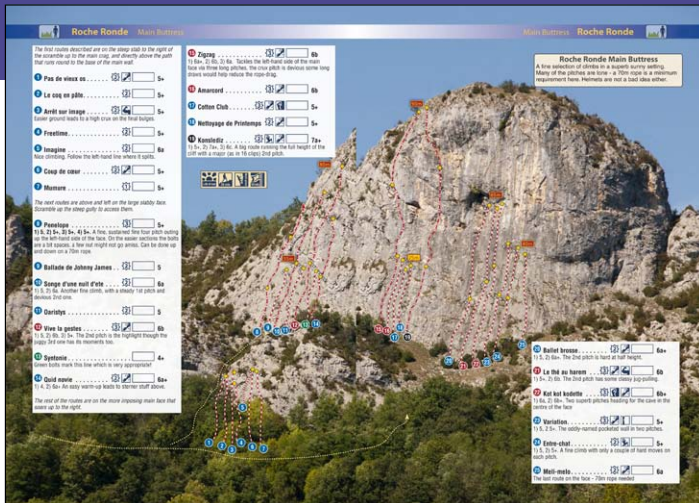
The area is only a short drive from Carcassonne, which has several low cost operators flying in from northern Europe. It is a day's drive from the Channel ports or Carcassonne can be reached on the TGV.

The Ariège area is destined to become a major venue on the travelling climber's circuit.

More information at
www.rockfax.com

230 pages
A5 paperback
Publication - Late 2012

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Trade enquiries to Cordee, UK
Tel: 00 44 (0)1455 611185
Email: info@cordee.co.uk
Web: www.cordee.co.uk

France : Ariège
Retail price £24.95
ISBN - 978 1 873341 87 2

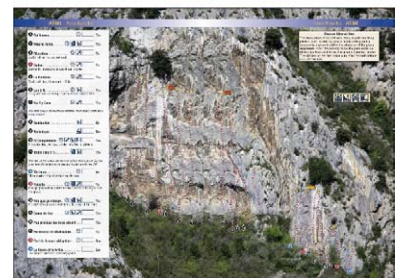
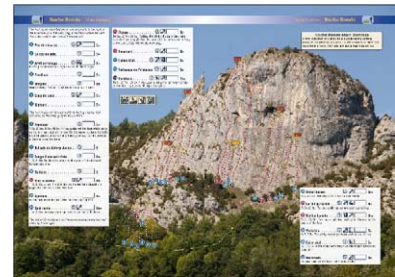
France : Ariège

Information for advertisers

This is the fourth part of our series covering France and is set to build on the popularity of the previous books to **Haute Provence**, the **Côte d'Azur** and **Languedoc Roussillon**.

The area covered is to the north of the Pyrenees and features classic well-known crags which will appeal to travelling climbers from all over Europe.

We have positions available throughout the book, although these will be sold on a 'first-come, first-served' basis. If you wish to reserve a specific position, or have any queries, please get in touch as soon as possible.



France : Ariège

Advertising Rates

Outside back cover £1500

14.5cm x 21cm plus 5mm bleed. Includes book bar code.

Inside front cover £700

LH page, 14.5cm x 21cm plus 5mm bleed.

Inside back cover £600

RH page, 14.5cm x 21cm plus 5mm bleed.

Back cover flap £600

10cm x 21cm plus 5mm bleed.

Opposite contents page £550

LH page opposite Contents, 14.5cm x 21cm plus 5mm bleed.

Internal full page £500

All RH pages, 14.5cm x 21cm plus 5mm bleed.

Internal 1/2 page £300

14.5cm x 10.5cm plus 5mm bleed or 13.5cm x 10cm without bleed.

Please add 20% VAT

Payment due 30 days after publication

ARTWORK - Artwork supplied in PDF format.

We can help produce artwork from your supplied images if required. We also have access to many action photographs of the area.

BOOK SPECIFICATIONS

6,000 to 8,000 print run

230 pages

Full colour throughout

Retail price TBA

SCHEDULE

Position booking

up to end of

August 2012

Artwork

by end of September 2012

Publication

November 2012

Invoicing

on publication (30 days)

CONTACT

sherri@rockfax.com

Tel: 0114 2630719

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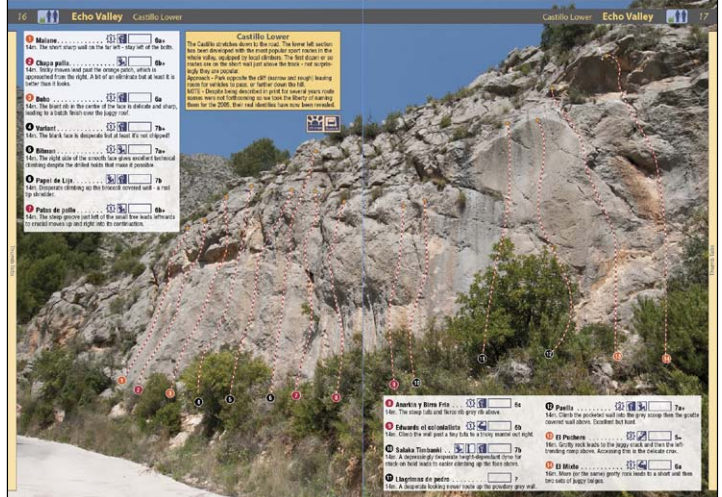
Costa Blanca

Leyva, La Panocha, Orihuela, Marin, Salinas, Sax, Magdalena, Peña del Corb, Peña Rubia, Foradà, Reconco, Agujas Rojas, Cabezon de Oro, Sella, Puig Campana, Ponoch, Echo Valley, Guadalest, Bernia, Bollula, Altea, Mascarat, Castellet de Calp, Sierra de Toix, Olta, Peñón de Ifach, Los Pinos, Peña Roja, Murla/Alcalalí, L'Ocaive, Font d'Axia, Pego, Segaria, Gandía, Salem, Aventador, Montesa, Bellús, El Picayo

Chris Craggs

The Costa Blanca has long been the best known Hot Rock winter sun venue for climbers wanting a break from the grim northern winter. The reasons the place became popular in the first place are same reasons that this popularity has endured; easy access, loads of quality accommodation, a benign winter climate and of course amazing amounts of fantastic climbing on everything from roadside boulders to magnificent mountains.

The new guide will be the fifth edition that Rockfax have produced to the 'White Coast', with over 22,000 copies already sold over the years. This completely revised and updated volume will build on the success of the earlier ones with increased coverage of the most popular areas and the addition of several new crags. A complete new set of crag shots and action pictures will ensure the book stays fresh for years to come.



More information at
www.rockfax.com

400+ pages

Nearly 4000 routes

A5 paperback

Publication - December 2012

ROCKFAX
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Trade enquiries to Cordee, UK
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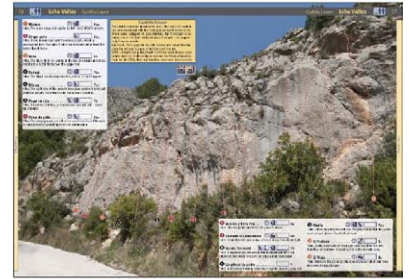
Costa Blanca
Retail price - Undecided
ISBN - 978 1 873341 67 4

Costa Blanca

Information for advertisers

The Costa Blanca guidebook is far and away our most popular foreign guidebook for advertising.

We have positions available throughout the book, although these will be sold on a 'first-come, first-served' basis. If you wish to reserve a specific position, or have any queries, please get in touch as soon as possible.



Costa Blanca

Advertising Rates

Outside back cover £1500

14.5cm x 21cm plus 5mm bleed. Includes book bar code.

Inside front cover £700

LH page, 14.5cm x 21cm plus 5mm bleed.

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Please add 20% VAT

Payment due 30 days after publication

ARTWORK - Artwork supplied in PDF format.

We can help produce artwork from your supplied images if required. We also have access to many action photographs of the area.

BOOK SPECIFICATIONS

10,000 print run

420 pages

Full colour throughout

Retail price £24.95

SCHEDULE

Position booking

*up to end of
August 2012*

Artwork

by end of September 2012

Publication

Late 2012

Invoicing

on publication (30 days)

CONTACT

sherri@rockfax.com

Tel: 0114 2630719

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Peak Bouldering

Wimberry, Hobson Moor, Derwent, Kinder, Bell Hagg, Stange, Burbage North, Burbage South, Burbage Valley, Millstone, Froggatt, Curbar, Baslow, Gardoms, Stoney, Rubicon, Raven Tor, Rheinstor, Cratcliffe Tor, Robin Hood's Stride, Newstones, Baldstones, Gibb Tor, The Roaches

Adrian Berry

Twelve years ago Rockfax unveiled its original Peak Bouldering guidebook. This was one of the first guidebooks to comprehensively cover bouldering in the Peak District, and such was its popularity that you still see well-loved copies being used today. Since 2000 bouldering has undergone a massive growth in popularity, and the Peak District is now generally considered to be the most popular bouldering destination in the UK.

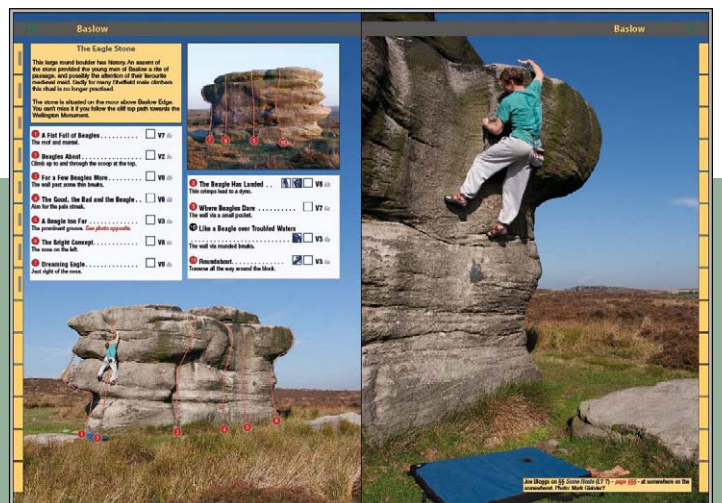
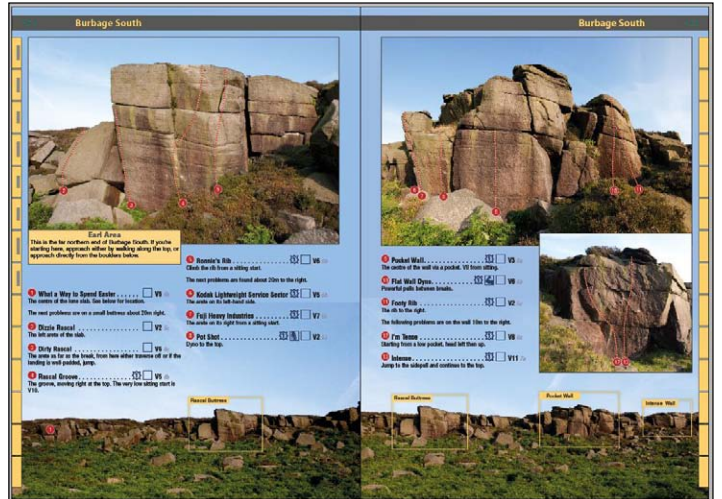
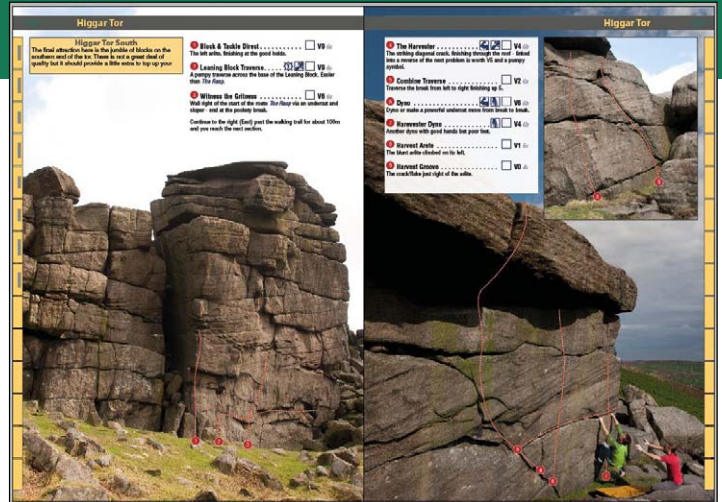
The second edition of the Rockfax Peak Bouldering guidebook will maintain the clarity of the original, and combine this with the highly acclaimed Rockfax photographic style of presentation. The book will uniquely cover all the bouldering venues of the Peak District in one book, with many more low-grade problems than featured elsewhere, and will also include bouldering circuits that have proved popular in recent years. The book will present grades in both 'V' grades and Font grades, and UK technical grades which many British rock climbers are often more familiar with.

The book will contain many quality action photos, and, for the first time action photos will be incorporated into the photo-tops in order to bring the tops to life and give a sense of scale.

More information at
www.rockfax.com

300+ pages
A5 paperback
Publication - Summer 2012

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Email: info@cordee.co.uk
Web: www.cordee.co.uk

Peak Bouldering
Retail price Undecided
ISBN - 978 1 873341 72 8

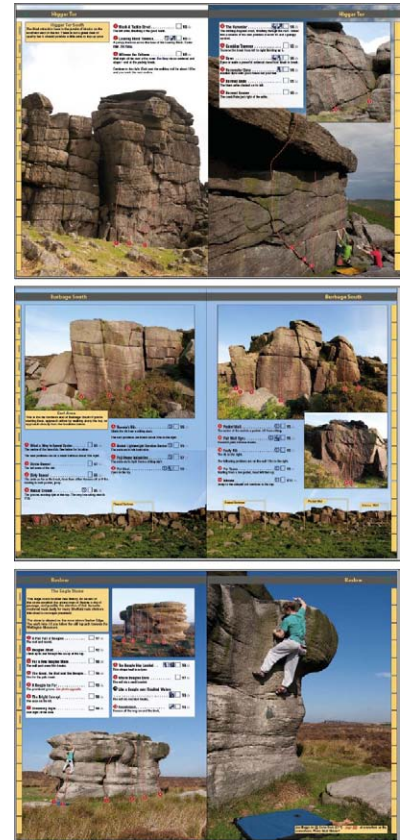
Peak Bouldering

Information for advertisers

The Peak District is the most popular bouldering area in the country. In 1998 Rockfax produced a classic guidebook which has gone on to become a collector's item. Since then other publications have appeared on the market but none has properly yet filled the gap for a quality, dedicated low-grade bouldering guide.

This new book will fill that gap and is sure to become another best-selling Rockfax book for the Peak District fitting in nicely with our other award-winning publications like Eastern Grit and Western Grit.

We have positions available throughout the book, although these will be sold on a 'first-come, first-served' basis. If you wish to reserve a specific position, or have any queries, please get in touch as soon as possible.



Peak Bouldering

Advertising Rates

Outside back cover £1500

14.5cm x 21cm plus 5mm bleed. Includes book bar code.

Inside front cover £700

LH page, 14.5cm x 21cm plus 5mm bleed.

Inside back cover £600

RH page, 14.5cm x 21cm plus 5mm bleed.

Back cover flap £600

10cm x 21cm plus 5mm bleed.

Opposite contents page £550

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All RH pages, 14.5cm x 21cm plus 5mm bleed.

Internal 1/2 page £300

14.5cm x 10.5cm plus 5mm bleed or 13.5cm x 10cm without bleed.

Please add 20% VAT

Payment due 30 days after publication

ARTWORK - Artwork supplied in PDF format.

We can help produce artwork from your supplied images if required. We also have access to many action photographs of the area.

BOOK SPECIFICATIONS

8,000 to 10,000 print run

Pages TBA

Full colour throughout

Retail price TBA

SCHEDULE

Position booking
up to end of June 2011

Artwork
by end of July 2011

Publication
September 2011

Invoicing
on publication (30 days)

CONTACT
sherri@rockfax.com
Tel: 0114 2630719

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ROCKFAX Advertising Artwork Guidelines

ARTWORK - We can help produce adverts for you, from your supplied images, or from our library of appropriate images if required.

SIZE - The main advert sizes are indicated below. Please check the yellow box bleed information carefully. Most adverts are on right-hand pages.

FORMAT - Your finished artwork should be supplied in PDF format. Embed all fonts and create the PDF at a hi-resolution setting.

If you have any problems with any of this then please get in touch

RESOLUTION - A resolution of between 300dpi and 400dpi at 100% is adequate.

BLEED - One of the main problems we have had in the past is through people not leaving room for a bleed on their advert. Please check the yellow box below for more information about how to set the bleed up correctly in your advert artwork.

NO BLEED - If you wish to have a box advert on a white background then take 10mm of the page dimensions to get your advert size.

Advertising Sizes

Outside back cover

14.8cm x 21cm plus 5mm bleed.
Includes book bar code.

Inside front cover

LEFT-HAND page
14.8cm x 21cm plus 5mm bleed.

Inside back cover

RIGHT-HAND page
14.8cm x 21cm plus 5mm bleed.

Back cover flap

10cm x 21cm plus 5mm bleed.

Opposite contents page

LEFT-HAND page opposite Contents
14.8cm x 21cm plus 5mm bleed.

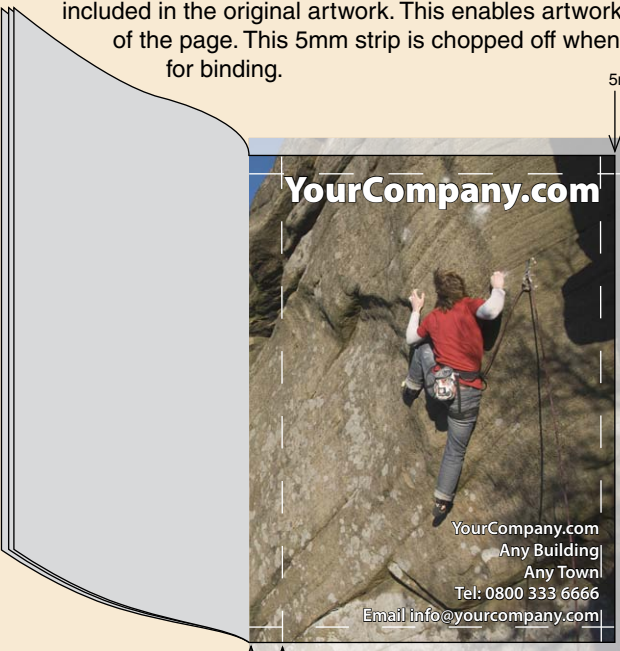
Internal full page

All RIGHT-HAND pages
14.8cm x 21cm plus 5mm bleed.

Internal 1/2 page

14.8cm x 10.5cm plus 5mm bleed
or 13.5cm x 10cm without bleed.

BLEED
The BLEED is a 5mm strip around the outside of the page which needs to be included in the original artwork. This enables artwork to go to the very edge of the page. This 5mm strip is chopped off when the books are cropped for binding.



5mm Bleed
10mm
PAGE MARGIN
Do not include any text or other images in the outer edge of your artwork otherwise it may get cropped off when the book is bound. It is worth leaving a margin of at least 10mm on the outer edge. This 10mm includes 5mm for the bleed.

CENTRE MARGIN
10mm
The majority of adverts are right-hand pages. This means that no bleed is required for the left-hand margin, however it is still worth including a rough margin of around 10mm to allow for the inner section of the page near the spine which is usually difficult to see properly.

Advertising at Rockfax contact:

Sherri Davy
sherri@rockfax.com
Tel: 0114 2630719

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- C O M