



# **ROCKFAX**

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## **Advertising in 2014**

We are aiming to publish three books in 2014 including **Peak Bouldering** which is now available.

**The Dolomites** - A huge new book for this massive area covering trad climbing, sport climbing and via ferrata in this most spectacular mountain location.

**Yorkshire Limestone** - A dedicated book to Yorkshire Limestone which last appeared in 2004 as part of the Northern Limestone Rockfax. It was also the area covered in the very first Rockfax guide published way back in 1990.

## 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 41 Rockfax titles and over 304,000 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.*

## 2014 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.*

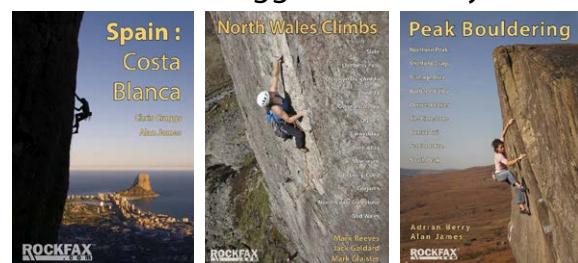
*Please add 20% VAT for UK-based advertisers*

*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 2013

During 2013 we published 2 books and we have so far published one more book into 2014. The first book of last year was another edition of the long-standing Rockfax title **Spain : Costa Blanca**. This was our 5th book to this wonderful and diverse area and the biggest and best yet. The next book was another 400-pager to the brilliant trad and sport climbing in the mountains and on the sea cliffs of North Wales. **North Wales Climbs** follows on from the popular pocket guide - North Wales Classics from 2010. The first book of 2014 is Peak Bouldering which is now available.



### Advertising at Rockfax contact:

Sherri Davy  
[sherri@rockfax.com](mailto:sherri@rockfax.com)  
Tel: 0114 2630719

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# The Dolomites

## Rock Climbs and Via Ferrata

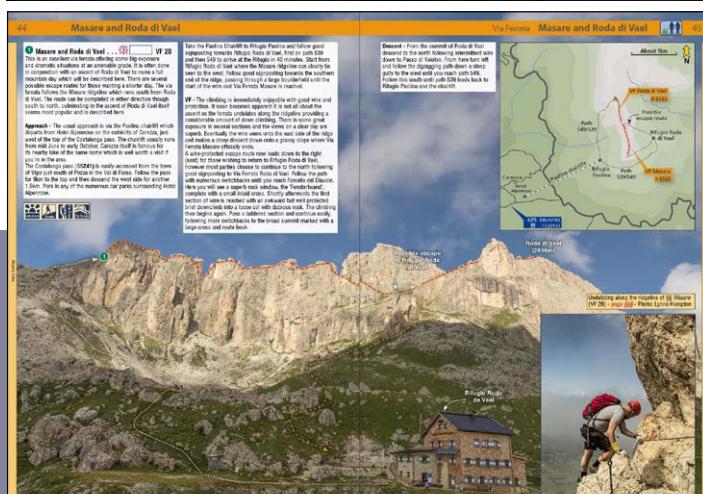
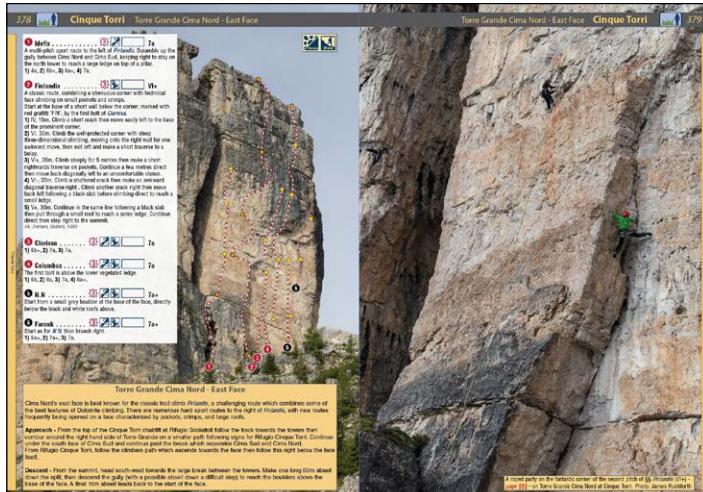
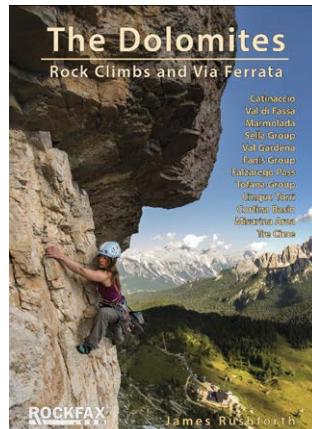
Catinaccio, Val di Fassa, Marmolada, Sella Group, Val Gardena, Fanis Group, Lagazuoi Group, Tofana Group, Cinque Torri, Cortina Basin, Cadini di Misurina, Tre Cime

James Rushforth

The elegant and dramatic peaks of the Dolomites, one of the most recently designated UNESCO World Heritage Sites, have long epitomised the ideals of climbers the world over. These spectacular limestone and dolomite monoliths rise abruptly from beautiful meadows, their pale faces contrasting starkly with the vibrant colour of the surrounding alpine pastures, to create one of the most instantly recognisable landscapes in the World.

Located in northern Italy, and representing a true mix of Italian and Austrian culture, these so-called 'Pale Alps' contain climbing of every shape and size. Single pitch sport crags lie beside kilometre-long traditional routes, with climbs which are steeped in history running parallel to modern bolted lines. The area is particularly renowned for its via ferrata, cabled routes predating the Great War which give superb access to some of the World's most striking summits. The metal wires, interspersed with breathtaking ladders and unlikely suspension bridges, provide aerial assault courses which combine the thrill of an ascent on rock with the security of a protected mountain scramble.

This guide will cover everything you need for a climbing trip regardless of ability, whether it be sport, trad, via ferrata or a combination of all three. It features all the major areas and is the only guidebook available to have such comprehensive coverage.



500+ pages  
A5 paperback  
Publication - August 2014

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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

**The Dolomites**  
Retail price £29.95  
ISBN - 978 1 873341 97 1  
Cordee Stock Code - CCE443

# The Dolomites

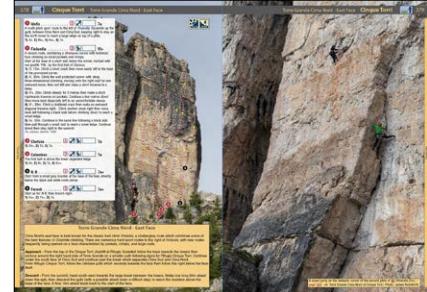
## Rock Climbs and Via Ferrata

### Information for advertisers

**The Dolomites, Rock Climbs and Via Ferrata** will be the only guidebook available anywhere that covers all three types of climbing, across this vast area, within one cover. The inclusion of via ferratas mean that it is sure to appeal to the travelling British climber and adventurous mountain walker alike.

The book is likely to be one of our biggest titles over the next 10 years which make this a unique opportunity to have an advertising presence for a long period in a popular international publication.

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.



# The Dolomites

### Advertising Rates

**Outside back cover . . . . . Ask**

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.

**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

8,000 print run

Pages 540+

Full colour throughout

Retail price £29.95

### SCHEDULE

Position booking  
up to end of June 2014

Artwork  
by early July 2014

Publication  
August 2014  
Invoicing  
on publication (30 days)

### CONTACT

[sherri@rockfax.com](mailto:sherri@rockfax.com)

Tel (Alan): 0114 2662362

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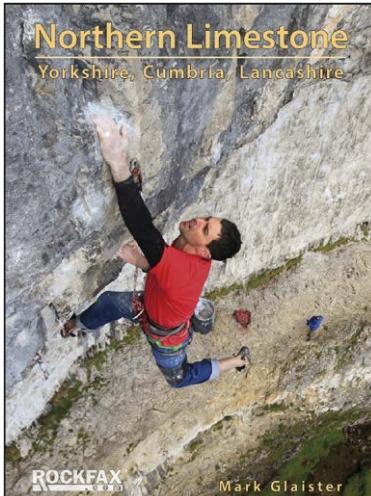
# Northern Limestone

## Yorkshire, Cumbria, Lancashire

Twisleton Scars, Trow Gill, Robin Proctor's Scar, Crummackdale, Panorama Crag, Moughton Nab, Pot Scar  
Giggleswick North, Giggleswick South, Langcliffe, Castleberg Crag, Attermire Scar, Malham Cove  
Gordale, Stony Bank, Yew Cogar Scar, Blue Scar, Kilnsey, Dib Scar, Loup Scar, Troller's Gill  
Scout Scar, Mill Side Scar, Chapel Head Scar, Humphrey Head, Trowbarrow Quarry, Witches' Quarry

### Mark Glaister

The end of 2014 will see the publication of a new edition of the Northern Limestone Rockfax. This version covers all of the limestone sport climbing and selected traditional climbing venues in Yorkshire, Cumbria and Lancashire (the Peak area has migrated to its own guidebook - Peak Limestone, 2012).



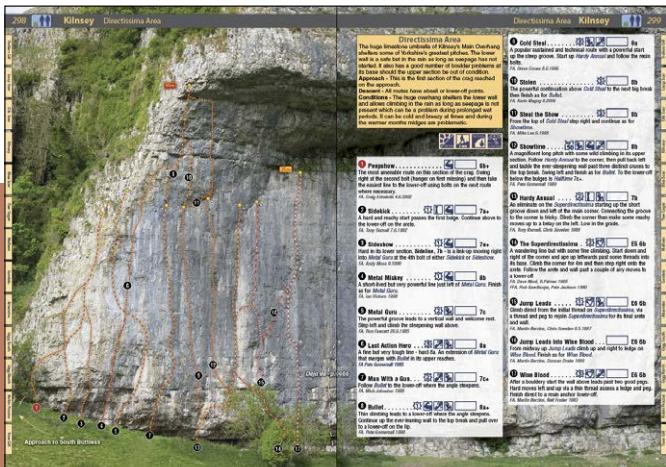
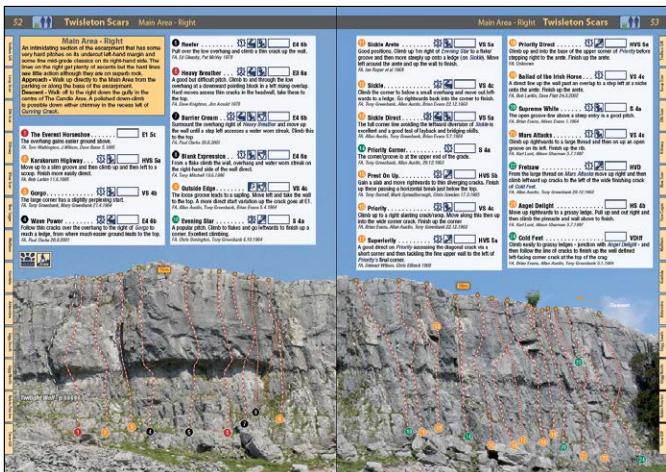
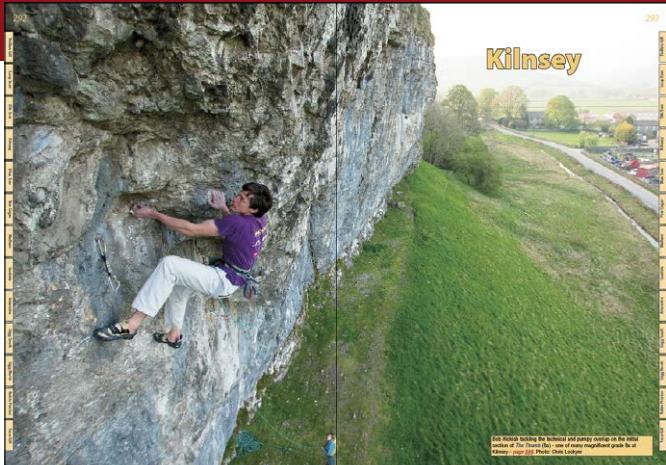
**Northern Limestone : Yorkshire, Cumbria, Lancashire** covers the premier limestone sport crags of the UK with the big three of Malham, Kilnsey and Gordale and their world class climbing. Alongside these titans are numerous other destinations that offer both sport and trad climbing throughout the grades, ranging from the intimidating walls of Blue Scar and Trow Gill to the long lines of newly developed low to mid-grade sport crags such as Moughton Nab and Giggleswick South. Low to mid-grade trad climbing is also well catered for on the walls and escarpments at the likes of Trowbarrow Quarry, Twisleton Scar, Attermire Scar and Witches Quarry. Virtually all of the crags in the book are set in beautiful countryside and are close to fabulous pubs, villages, camping and bunkhouse accommodation.

**400+ pages, 2000+ routes**  
**A5 paperback**  
**Publication - December 2014**

**ROCKFAX**  
.com



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



**Northern Limestone : Yorkshire, Cumbria, Lancashire**

Retail price £29.95  
ISBN - 978 1 873341 92 6  
Cordee Stock Code - CCL041

# Northern Limestone

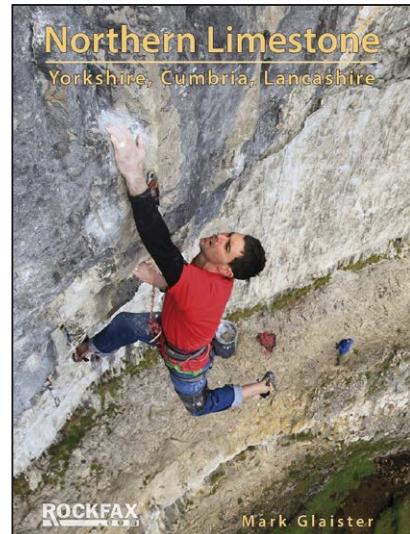
## Yorkshire, Cumbria, Lancashire

### Information for advertisers

**Northern Limestone : Yorkshire, Cumbria, Lancashire** follows on from the previous successful Rockfax guidebook to these areas. It comes after a period of intense new route development and is much needed since there is no other current publication available.

The book is likely to have a life span for at least 6 to 8 years which makes this a unique opportunity to have an advertising presence for a long period in a popular publication.

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.



## Northern Limestone

### Yorkshire, Cumbria, Lancashire

#### Advertising Rates

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**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.*

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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

6,000 print run

Pages 400+

Full colour throughout

Retail price £29.95

#### SCHEDULE

Position booking  
up to end of September 2014

Artwork  
by end of October 2014

Publication  
December 2014

Invoicing  
on publication (30 days)

#### CONTACT

[sherri@rockfax.com](mailto:sherri@rockfax.com)

Tel (Alan): 0114 2662362

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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

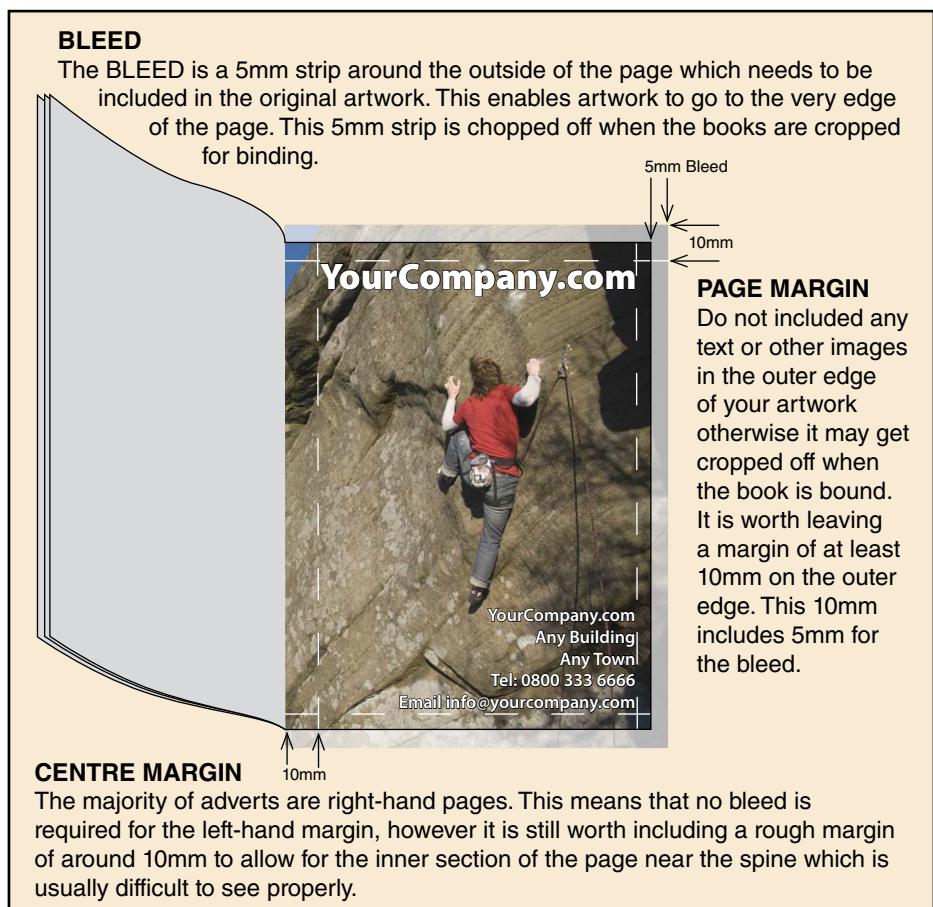
LEFT-HAND page opposite Contents  
14.8cm x 21cm plus 5mm bleed.

### 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.



## Advertising at Rockfax contact:

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