

The magazine for Newcastle International Airport  
[www.newcastleairport.com](http://www.newcastleairport.com)



# New Horizons

Newcastle International  
Your Airport

FREE



## ON LOCATION

The movie castles  
of Northumberland



## FOOTBALL CRAZY

The 10 Commandments  
of watching Newcastle  
United



## NATURAL WORLD

The lost puffins  
of the Farne Islands



## LIVING THE DREAM

Building a new  
life in Tuscany



# Dubai

Fly direct from Newcastle

Plus

Sand, sea and surf in Devon and Cornwall » Galway, Ireland's magnificent Atlantic coast  
Europe's lakes and mountains » Paris, culture, and romance » Canada, the great outdoors

The official **FREE** passenger magazine  
for Newcastle International Airport

# New Horizons

Newcastle International  
Your Airport

Welcome aboard **New Horizons**, the **FREE** glossy lifestyle magazine for passengers and visitors to Newcastle International Airport.

Passengers can now travel direct to over 80 destinations worldwide from Newcastle - and that list is growing all the time. More than 5.7 million people fly to and from Newcastle International Airport each year.

In addition many thousands more visit the airport to drop off or pick up relatives, friends or business associates. Many more love to just visit the airport to spend a day there, watching the aircraft and browsing round the many retail outlets in the concourse.

Every one of these passengers and visitors will have the chance to read **New Horizons**. It's a burgeoning market you can't afford to ignore.

**This is an airport going places.**

Newcastle International is located only six miles from Newcastle city centre and provides tourists and business visitors with an ideal gateway to the whole of the North East and Cumbria.

More than 2.5 million people live within easy reach of Newcastle International. The trend today is towards the airports that give the traveller more value. More and more people are choosing to fly from the airport - it's cheaper, quicker and easier than many competitors.

Newcastle International contributes £400 million to the regions economy.

## Distribution

10,000 of the glossy A4 lifestyle magazines are available quarterly as a **FREE** pick-up at key, high profile dispensers both landside and airside. Dispensers are also strategically sited in passenger waiting areas, information desks and the Metro stop.

To advertise, call:

**CHARLIE DENT**

**Tel: 0161 909 0909**

**email: [charlie@bigsparkpublishing.co.uk](mailto:charlie@bigsparkpublishing.co.uk)**



The big spark



**Over 2.5  
million  
people live  
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## EDITORIAL CONTENT

The magazine is full of fascinating articles, celebrity features and lifestyle tips covering all aspects of today's modern traveller.

**NEWS** – It brings you up to date with all the latest news, happenings and flight info at Newcastle International, including features on new routes and destinations.

**CELEBRITY** – The magazine contains regular features on the celebrities everyone's talking about - names that people want to pick up the magazine and read about.

**LIFESTYLE** – Features include travel ideas, food, health tips, fashion, motors, books and reviews of the latest Cds and DVDs.

**IN-DEPTH DESTINATION PROFILES** – Every issue, key destinations which can be reached direct from Newcastle International Airport are featured in depth - its attractions, best places to eat and drink, its history, where to stay, what to see. The ultimate traveller's guide.

## DESTINATIONS

**INTERNATIONAL FLIGHTS TO:** Agadir, Alicante, Almeria, Amsterdam, Antalya, Barcelona, Bergen, Bodrum, Bourgas, Brussels, Cancun, Chambery, Chania, Copenhagen, Corfu, Dalaman, Dubai, Dusseldorf, Faro, Fuerteventura, Funchal, Geneva, Gerona, Hanover, Heraklion, Ibiza, Innsbruck, Izmir, Kavala, Kefolonia, Kos, Krakow, Lanzarote, Larnaca, Las Palmas, Limoges, Luxor, Lyon, Mahon, Malaga, Malta, Milan, Monastir, Bergamo, Murcia, Naples, Nice, Palma, Paphos, Paris, Pisa, Plovdiv, Prague, Puerto Plata, Punta Cana, Rennes - St Jacques, Reus, Rhodes, Rome, Salzburg, Sanford, Santorini, Skiathos, Sharm El Sheikh, Stavanger, Tenerife, Thessalonika, Toronto, Turin, Varna, Venice, Verona, Volos, Zante

**IN THE UK:** Aberdeen, Belfast City, Belfast International, Birmingham, Bristol, Cardiff, Cork, Dublin, Exeter, Galway, Isle of Man, Jersey, London Gatwick, London Heathrow, London Stansted, Newquay, Plymouth and Southampton.

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The big spark



**15,000**  
**passengers**  
**everyday**  
**AB 50%**  
**C1 34%**  
**Over 58,000**  
**flights per year**

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## ADVERTISING

### RATE: Display run of magazine

Cover positions:	£1,950
DPS:	£2,250
Full page:	£1,250
Half page:	£750
Quarter page:	£450
VAT at 15% will apply	

### SERIES DISCOUNTS:

X2 Insertions	less 10%
X3 Insertions	less 12.5%
X4 Insertions	less 15%

Special positions:	+15%
Bleed	+10%
Agency	10%

### DATA: Display run of magazine

Full page bleed size:	307mm x 220mm
Full page trim size:	297mm x 210mm
Full page type area:	275mm x 190mm
Half page horizontal:	135mm x 190mm
Half page vertical:	275mm x 93mm
Quarter page:	135mm x 93mm

### PUBLISHING DATES:

March 20  
June 19  
September 18  
December 11

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**5.7 million  
passengers  
and over  
7 million  
'meeters'  
and 'greeters'**