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Sport UK selects 5 fifteen's ad DEPOT for its advertising solution

Sport UK today appointed 5 fifteen Ltd to supply ad DEPOT for its ground breaking Sport title.

Sport UK is Britain's newest and most exciting magazine publishing house. On September 29th, the UK edition of Sport was launched with 320,000 copies being distributed through over 200 venues – from tube stations to airlines, offices to sports clubs. The UK's first ever high-quality yet high-circulation free magazine, celebrating all that is good about sport.

As a total Web Services .NET solution, ad DEPOT will enable Sport to maximise advertising revenues by leveraging an integrated advertising sales process across its offices in France and the UK. ad DEPOT, created specifically for the magazine industry, facilitates advert booking, placing, chasing and contact management to take place from one set of inter-connected components.

'Of all the systems we reviewed, ad DEPOT most closely matched our requirements and was by far the easiest to use' states Gerard Sebastian, Director of Operations. 'We were impressed with its rich web functionality and by the fact that everyone in our organisation will be able to access pertinent information no matter where they are located. 5 fifteen clearly understand our business.'

Targeted at 18-40 year old males, the 48-page magazine is based on a format which has already seen success in France, and is available every Friday from tube stations, gyms and sports clubs and company headquarters. The magazine, which focuses on a variety of sports, has some excellent photography, with its Frozen In Time cross-page spreads capturing sporting events at critical moments.

Rod Fenwick, Managing Director, 5 fifteen Ltd, comments, 'the selection team at Sport has been very thorough in its analysis, setting vendors very high performance standards. Sport is something completely different for the magazine market - we are proud to be associated with their exciting vision.'

Designed and produced specifically for the magazine publishing industry, ad DEPOT is an integrated Web Services solution for advertising sales order processing that eliminates tedium, improves communication, adds speed and ensures accuracy.

Ends

Sport UK

Sport is published by the 'Sport Media Strategie' group. The magazine is distributed in several of France's largest cities, mainly in train stations, gym clubs and universities. Recently launched in the UK, Sport is something completely different – a weekly, free, high-quality sport title. The magazine is a celebration of that very fact: that sport plays a crucial role in our lives.

5 fifteen Ltd

5 fifteen provides consulting services and software products designed for newspaper and magazine publishers' advertising, circulation, and new media applications. 5 fifteen works with more than 100 publishing operations worldwide, including IPC Media, Elsevier-Science, Nature Magazine, The Boston Globe, The Seattle Times, and The Chronicle of Higher Education. For more information, 5 fifteen can be contacted at www.5fifteen.com.

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