



RED KITE

INTERNATIONAL



Delivering International Business Solutions

SAMPLE TENDER SHEET

TENDER SHEET TO PUBLISH (*NAME OF MAGAZINE*) IN (*TERRITORY*)

ABOUT YOUR COMPANY

Company name:
Former names (if any):
Date incorporated:
Company number:
Principal activities:
Registered address:
Trading address (if different from Registered):
Telephone:
Fax:
Website URL:

Auditors:
Annual turnover:
Annual profit (loss):
Accounting reference date:
Accounts filed:
Annual return filed:
Tax residence:

Other magazine titles:
Other media properties (if any):

Chief Executive Officer:
Managing Director:
Chief Financial Officer:
Other Directors:

ABOUT YOUR PROPOSED EDITION OF (*NAME OF MAGAZINE*)

Proposed launch date:

Editorial

Commentary on editorial strategy:
Editor:
Art Director:
Staffing/structure:
Positioning of (*name of magazine*) in the market:
Projected covers for Year 1:

Production

Proposed launch issue pagination with

- Editorial/advertising ratio:
- Proposed format:
- Proposed paper:

Marketing

Commentary on marketing strategy:
Commencement date of campaign:
Proposed pre-launch spend:
Proposed post-launch spend (Year 1):
Three year budget:

Advertising

Commentary on advertising strategy:
Staffing/structure:
List of key targeted advertisers and their agencies:
Launch issue forecast ad pagination:
Launch issue forecast ad revenue:
Proposed client entertaining:
Three year budget:

Circulation

Commentary on circulation strategy:
Launch issue newsstand distribution:
Launch issue forecast newsstand sales:
Launch issue newsstand retail spend:
Proposed point of sale promotional plans:
Proposed client entertaining:
Three year budget:
Commentary on subscriptions strategy:
Pre-launch subscriptions campaign:
Pre-launch subscriptions spend:
On-going subscriptions campaign:
On-going subscriptions spend:
Three year budget:

