



CHANNEL U BEST OF BRITISH 2005 OFFICIAL PRESS RELEASE

Channel U #467 will be launching the inaugural "Best of British" urban music event at London's Shepherds Bush Empire 15th October 2005.

Since the channel's launch in 2003, Channel U has rapidly become synonymous with the raw cutting edge of the UK urban music scene. The plaudits have rained down from industry aficionados and artists alike with the likes of Mercury Music prize winner Dizzee Rascal publicly acknowledging the major contribution the channel has made to kick starting his career and Guy Moot (Head of UK and European publishing for EMI) recognizing the platform we have provided for new UK talent to break through.

Therefore, it is with great pleasure that we announce this new showpiece event which will celebrate the strength of the current UK urban scene and honour its chief ambassador's.

There will be 30 short listed nominees that have been the most popular played videos during the past year from September 2004 to August 2005. Channel U viewers will have the chance to vote for their favourite artists' video where the top 15 will perform at the event and receive a Best of British Award in recognition of their talents. With a 100% pure UK line up of fifteen of the most popular artists which have performed for the Channel over the past year plus a guest DJ set from some of the best DJ's in the country. The event will be more than just big. It will be massive! The whole line up will guarantee a sell out 2000 crowd at one of the most popular gig venues in the capital.

TV Coverage is guaranteed, not only through Channel U, but also network stations that we are currently in discussions with.

Make no mistake, this event will be the only event showcasing purely British talent and is set to become the hottest ticket in the UK urban music calendar.

www.channelu.tv



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The event is managed by **Trinity Media Group**. + 44 (0) 20 8728 0374



Best of British Awards **2005**

Best of British Magazine 2005



Best of British Awards **2005**

Best of British Magazine 2005

In an increasingly diverse community, British urban music is fast becoming the intersection where cultures cross and evolve. It has grown from the days of artists like Soul 2 Soul, and Omar to present day musicians like Terri Walker and Lemar, who then pave the way for a new generation of artists like Kano and The Mitchell Bros. whose unique take on British music has infiltrated into mainstream media. With its ever growing distinct sound, today's British urban music signifies a generation coming of age, which embraces and sets new standards in sophisticated living, culture, entertainment, fashion, music and the arts.



Best of British Awards **2005**

Best of British Magazine 2005

We felt that British urban music deserves more recognition than it has had and so we announce the first ever Best of British, celebrating and commemorating artists' contribution to the success of the cutting edge music channel and the music industry. The annual show acknowledges the artistic achievements of the best British acts featured on Channel U during that year. Channel U and industry insiders nominated 30 artists for the Channel U audience to vote for. 15 of those artists selected will be presented with an award and perform at the Best of British Awards to be held at the Shepherd's Bush Empire on the 15th October 2005.



Best of British Awards **2005**

Best of British Magazine 2005

This show will be broadcasted on Channel U, and is expected to exceed its current target audience of 1.3 million weekly viewers helped in part by the support of its media partners, the nations no.1 urban radio station Choice FM and the popular national newspaper New Nation . Channel U ambassadors, Ace & Invisible will be hosting the award ceremony, with the aid of select celebrity guests.

The show will then include extensive coverage on Ace & Invisible's Illout show (one prior to the event, and the second filmed on the night of the show, to be broadcast shortly after.)



Best of British Awards **2005**

Best of British Magazine 2005

To compliment the event this year, Best of British are printing 20,000 free magazines to be distributed up to three weeks before the week of the event on October 15th through Virgin Megastores and retail outlets nationwide including independent record stores, clothing retailers and leisure retail chains. This magazine will be the only publication advertisers need to be a part of to crack the urban market (and its followers).



Best of British Awards **2005**

Best of British Magazine 2005

The editorial team includes some of the UK's most highly regarded urban writers, photographers and fashion stylists whose contribution to the magazine will set the standard for what urban British music and lifestyle is all about. With an audience targeted at ABC 18-34 year olds and an estimated readership of 100,000, the 100 page magazine will be the essential guide to Channel U's Best of British Award 2005. Editorial content will include thought-provoking features, profiles on all 30 nominees, host/ presenter interviews, up-to-date, relevant and stylish fashion shoots and a cutting edge design. It will be the forum for sophisticated and aspirational urban British living.



Best of British Awards **2005**

Best of British Magazine 2005

Fact

Channel U Best of British Magazine will be the only magazine in the country that celebrates urban British music and highlights individuals who have made significant contributions to the industry alongside artists and musicians who are striving to be a part of it.



Best of British Awards **2005**

Best of British Magazine 2005

Advertising Rates:

Front Cover £TBA

Outside Back Cover £2,500

Double Page (DPS) £2,250

Half Page (landscape/portrait) £700

Quarter Page (portrait) £400

Eighth Page (landscape) £250

Inside Front Cover £2,000 Special Positions

Inside Back Cover £1,750 Advertorials £POA

First R/ Hand Page £1,500

Inserts / tip ons £50 per '000

Full Page £1,200

All prices exclusive of VAT



Best of British Awards **2005**

Best of British Magazine 2005

Mechanical Data

All adverts should be sent on CD or e-mail as hi resolution PDFs.
All artwork to be supplied to Best of British Magazine 2005
specifications. Advertisements not supplied as one of
these formats will be liable for production and/or design
charges incurred.



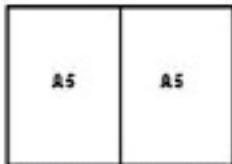
Best of British Awards 2005

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Areas

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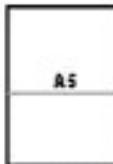
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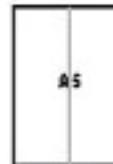
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Bleed h 216mm x w 302mm



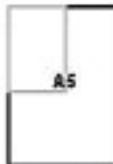
Full Page:type area
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Trim (portrait) h 210mm x w 148mm
Bleed: h 216mm x w 154mm



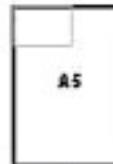
Half page (landscape)
h 95mm x 138mm



Half page (portrait)
h 200mm x w 68mm



Quarter (portrait)
h 95mm x w 68mm



Eighth (landscape)
h 45mm x w 68mm

Ad copy deadline 31st August 2005

Cancellation:

Only written cancellations accepted, 21 working days prior publication date 23rd September 2005.

Best of British Awards **2005**

Best of British Magazine 2005

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