

## Advertising / Marketing Opportunities and Rates 2011

### Display Advertising

Half page	€2,414
Full page	€4,364
Double page spread	€6,444

### Prime positions

Front cover package	€10,006
Front cover gatefold dps	€8,524
Inside front cover dps	€7,796
Outside back cover	€5,456
Inside front cover	€5,040
Inside back cover	€4,572

**Inserts** – all inserts priced on application

### Sponsorship of features

Guarantees prominent branding on each page	
4 page feature	€2,600
6 page feature	€3,900
8 page feature	€5,200

### Sponsored articles (Advertorial)

Identified as sponsored and subject to editorial review before publication. All sponsored articles will have 1000 extra copies printed for the client.

4 page article	€8,420
6 page article	€10,604
8 page article	€13,971

### Company branding

Sponsored polywrap for 1 year	€7,120
Sponsored News pages for 1 year (Company logo on every news page)	€8,030
Belly Band (Includes printing of the belly band)	€6,574
Spread Marker (Includes printing and tipping of spread marker)	€7,380

## Advertisement Specifications

### Width x Depth in mm

#### Double page spread

Bleed:	426 x 303
Trim:	420 x 297
Type area:	400 x 277

#### Full page

Bleed:	216 x 303
Trim:	210 x 297
Type:	190 x 277

### Half page horizontal

Bleed:	216 x 130
No bleed:	182 x 130

### Half page vertical

Bleed:	100 x 303
No bleed:	85 x 242

### Front cover

Bleed:	216 x 245
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### Contact Details

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