

Advertising / Marketing Opportunities and Rates 2011

Display Advertising

| | |
|--------------------|--------|
| Half page | £1,857 |
| Full page | £3,357 |
| Double page spread | £4,957 |

Prime positions

| | |
|--------------------------|--------|
| Front cover package | £7,697 |
| Front cover gatefold dps | £6,557 |
| Inside front cover dps | £5,997 |
| Outside back cover | £4,197 |
| Inside front cover | £3,877 |
| Inside back cover | £3,517 |

Inserts – all inserts priced on application

Sponsorship of features

| | |
|--|--------|
| Guarantees prominent branding on each page | |
| 4 page feature | £2,000 |
| 6 page feature | £3,000 |
| 8 page feature | £4,000 |

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 | £6,477 |
| 6 page article | £8,157 |
| 8 page article | £10,747 |

Company branding

| | |
|--|--------|
| Sponsored polywrap for 1 year | £5,477 |
| Sponsored News pages for 1 year (Company logo on every news page) | £6,177 |
| Belly Band (Includes printing of the belly band) | £5,057 |
| Spread Marker (Includes printing and tipping of spread marker) | £5,677 |

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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