

rates & specs

ADVERTISING RATES

REGULAR POSITIONS USD

Full Page	4,950
Double Page Spread	9,405
Half Page	4,000

PREMIUM POSITIONS USD

Outside Back Cover	10,780
Inside Cover Spread (2 pages)	17,050
Inside Back Cover	8,030
Front Cover Reverse Gatefold (2 pages)	18,535
Inside Front Cover Gatefold (3 pages)	24,035
ROP Gatefold (3 pages)	14,300
Full Page (opposite contents)	6,270

SPECIAL POSITIONS USD

1st Double Page Spread	13,200
2nd Double Page Spread	12,760
3rd Double Page Spread	11,880
4th Double Page Spread	11,660
5th Double Page Spread	11,220

CREATIVE SOLUTIONS USD

Bookmark	13,860
Belly Band	13,145
Bound Insert	13,680
Advertorial – Full Page	5,940
Advertorial – Double Page Spread	11,286

WEBINARS USD

Live Webinars	16,500
Recorded Webinars	10,900

TECHNICAL DATA



DOUBLE PAGE SPREAD

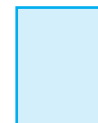
Trim: 265 x 410
Type: 245 x 390

DPS ads need to be supplied as 2 separate pages after 7mm tiling is done on both sides of the spine



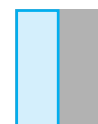
HALF PAGE HORIZONTAL

Trim: 115 x 178
Type: 105 x 168



FULL PAGE

Trim: 265 x 205
Type: 245 x 185



HALF PAGE VERTICAL

Trim: 242 x 85
Type: 232 x 75

SERIES DISCOUNT

- 3-5 INSERTIONS 5%
- 6-9 INSERTIONS 10%
- 10+ INSERTIONS 15%

GENERAL INFORMATION

- 11 ISSUES PER YEAR
- STANDARD AGENCY COMMISSION RATES APPLY
- ADDITIONAL CREATIVE SOLUTIONS AVAILABLE ON REQUEST

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All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges
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