

## RATES AND DATA FOR ADVERTISERS

### Specifications

#### Dimensions:

Full page (vertical)

Half page (horizontal)

#### Height

8 inches / 210mm

4 inches / 100mm

#### Width

5 inches / 130mm

5 inches / 130mm

### Copy Requirements:

Artwork should be supplied in PDF format (with all fonts embedded) set to the dimensions stated above. Please send as an e-mail attachment to [lhann@lhms.fsnet.co.uk](mailto:lhann@lhms.fsnet.co.uk)

### Schedule (subject to change):

Issue	Booking Deadline	Artwork Deadline
February/March	6 <sup>th</sup> December	20 <sup>th</sup> December
April/May	29 <sup>th</sup> January	12 <sup>th</sup> February
June/July	31 <sup>st</sup> March	14 <sup>th</sup> April
August/September	3 <sup>rd</sup> June	17 <sup>th</sup> June
October/November	31 <sup>st</sup> July	14 <sup>th</sup> August
December/January	8 <sup>th</sup> October	22 <sup>nd</sup> October

### Approval

All advertisements and loose inserts are subject to approval and availability of space.

### Advertising contact:

Linda Hann  
LH Marketing Solutions  
60 Upper Broadmoor Road, Crowthorne RG45 7DE, UK  
Tel/Fax: +44 (0)1344 779945 (please call during UK working hours only)  
Email: [lhann@lhms.fsnet.co.uk](mailto:lhann@lhms.fsnet.co.uk)



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# Survival

## Subscriber Profile

Print run: 4500

## Advertising Rates

### Standard Positions

Mono Advertising Rates:	Size	Single Insertion
	Full page	US\$1495 / £799 / €1119
	Half page	US\$1121 / £600 / €839
Two Colour:	Full page	US\$1975 / £1056 / €1479
	Half page	US\$1601 / £856 / €1199
Four Colour:	Full page	US\$2595 / £1388 / €1943
	Half page	US\$2221 / £1188 / €1663

### Special Positions

<b>Outside back cover</b>	Full page 4 colour only:	US\$4412 / £2359 / €3303
<b>Inside front cover (full page only)</b>	Mono:	US\$2392 / £1279 / €1791
	Four Colour:	US\$4152 / £2220 / €3108
<b>Inside back cover (full page only)</b>	Mono:	US\$2243 / £1199 / €1679
	Four Colour:	US\$3893 / £2082 / €2914
<b>Loose Inserts (must be folded to A5 or smaller)</b>		US\$1495 / £799 / €1119

### Discounts:

**10% discount** for 3, 4 or 5 insertions

**20% discount** for 6 or more insertions

**15% publishers discount**

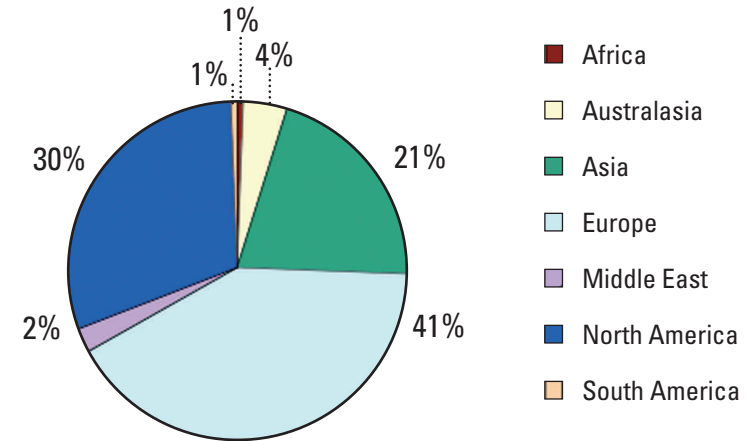
**15% not for profit discount**

**10% discount** for first time advertisers

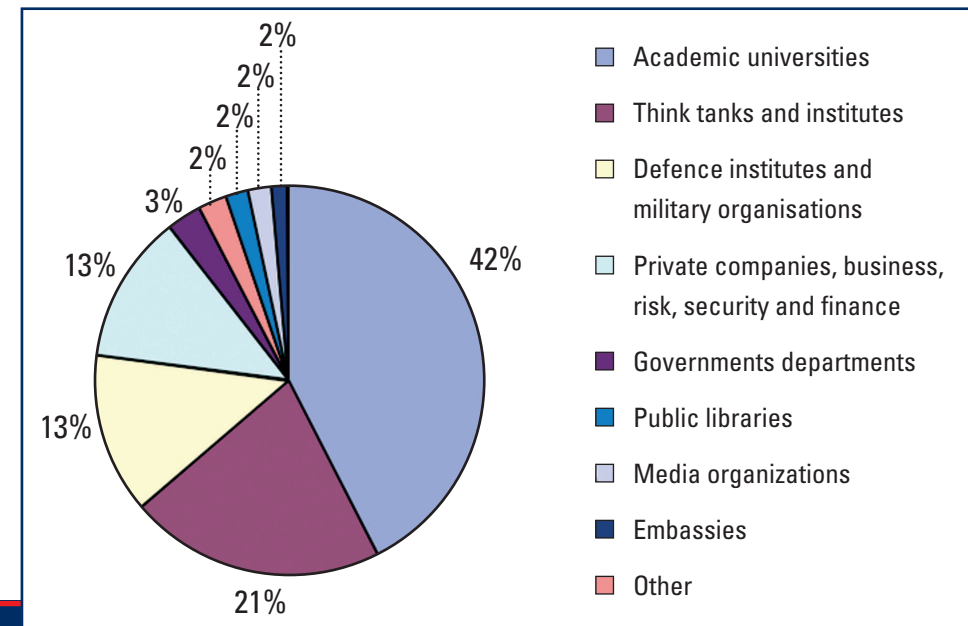
**15% agency commission**

**Please note: Only one type of discount will be applied to each booking.**

Combinations of discounts are not accepted.



### Breakdown of institutional subscribers by category:



Please note that exact subscriber data is subject to variation so these figures are approximate.