

# Purton Magazine Advertising Rates and Copy Details

## 2012 Advertising Year

### **Circulation information:**

Issues per year: 12  
 Target Size of magazine: 64-68 pages A5  
 Circulation: 1080 copies per month by subscription and spot sales  
 Target issue date: 1st of month  
 Cover price: 50p  
 Target advertising content: 35% of magazine content

### **Advertising rates:**

Size	single issue	3 issues	6 issues	12 issues
<b>1/8 page</b>	£12.00	£25.00	£48.00	£80.00
1/4 page	£21.00	£46.00	£88.00	£155.00
1/2 page*	£42.00	£88.00	£169.00	£300.00
3/4 page*	£63.00	£132.00	£253.00	£450.00
whole page*	£84.00	£176.00	£339.00	£600.00

\* due to space limitations, advertisements of 1/2 page sizes and above can only occasionally be accepted.

### **Guaranteed positions: subject to availability**

Outside back cover 20% surcharge  
 Inside back cover 10% surcharge

### **Artwork:**

Initial artwork = free of charge  
 Artwork amendments = at cost, with £5 minimum charge

### **Advertisement sizes:**

Size	format	width	height
1/8 page	-	61 mm	45 mm
1/4 page	landscape	129 mm	45 mm
1/4 page	portrait	61 mm	93 mm
1/2 page	landscape	129 mm	93 mm
1/2 page	portrait	61 mm	191 mm
3/4 page	-	129 mm	142 mm
whole page	-	129 mm	191 mm

### **Copy details:**

Copy deadline: 10th of month preceding cover date  
 Acceptable formats: Email plain text or paper copy  
 JPG file at 250dpi minimum, no compression  
 PDF file (see note below)  
 Serif PagePlus document (up to PagePlus X5)  
 MS Word document (up to Word 2007 format)  
 MS Publisher document (up to Publisher 2007 format)  
 Open Office or Ability Office document  
 Other electronic formats by prior arrangement

Fonts can be a problem, particularly if the artwork originates on an Apple Mac

If unusual fonts are used: With jpg files - no problem  
 PDF files - convert original artwork to picture in originating program before generating pdf  
 Otherwise fonts should be embedded or the font files attached in the email.

Copy can be sent as follows:

by email to: mail@purtonmagazine.co.uk  
 by fax to: 01793 772954  
 by post to: Purton Magazine  
 c/o In Touch Services  
 115 Pavenhill, Purton, Wilts SN5 4DB