ADVERTISEMENT RATES

Terms
Agency Commission: 10%. Payment must reach Pentlands Publishing Ltd within 30 days nett of the date of invoice.
Orders placed by UK based companies are subject to VAT. VAT will be added to prices stated at the standard rate (20%). Cancellations – 60 days before publication.

Space Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Black and White</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>£1,450</td>
<td>£2,700</td>
</tr>
<tr>
<td>Full Page</td>
<td>£850</td>
<td>£1,475</td>
</tr>
<tr>
<td>Half Page</td>
<td>£450</td>
<td>£855</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£275</td>
<td>£540</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>£160</td>
<td>£330</td>
</tr>
</tbody>
</table>

Special Positions
Page 3 – first right hand page ............ £1,700 (including full colour)
Guaranteed solus position................... +20%
Any other guaranteed position............ +10%

Cover Rates
Outside Front Cover.......................... £2,500
Outside Back Cover........................... £1,850
Inside Front Cover........................... £1,850
Inside Back Cover............................ £1,650

Company Profiles
Four page, full colour advertising feature including up to a full page of display advertising. 1000 reprints included. £2,650

Inserts
Loose inserts £995
(Maximum weight 15g — £45 per gram extra over 15g)

Colour Photographs
Size to 85mm £100  Size to 120mm £135
(Size refers to maximum dimension, height or width)

Mechanical Data
Trimmed size Nominally A4: 297 x 210mm at covers, reducing to 297 x 208mm at centre spread
Process Sheet-fed offset litho, saddle stitched
Bleed Page 303 x 213mm (allows 3mm trim top, bottom and fore edge)
Centre spread 303 x 422mm (allows 3mm trim at each edge)
Front cover 228 x 213mm (allows 3mm trim at foot and right hand edge)

Copy Requirements
Advertising material is required electronically wherever possible and may be supplied on CD-ROM or e-mail. Our preferred format is PDF (Adobe Portable Document Format).