

2011 Rates & Data

£ STERLING

Format	Colour	x1	x3	x6	x9	x12	x18	x24
Page	4 col	8,730	8,470	8,200	7,950	7,680	7,510	7,250
Spread	4 col	17,280	16,760	16,250	15,720	15,200	14,860	14,690
2/3 Page	4 col	7,420	7,190	6,970	6,750	6,530	6,380	6,310
Junior	4 col	6,980	6,770	6,560	6,360	6,150	6,010	5,950
1/2 Page	4 col	5,680	5,500	5,300	5,160	4,990	4,880	4,820
1/3 Page	4 col	4,540	4,410	4,270	4,130	4,000	3,910	3,860
1/4 Page	4 col	3,060	2,970	2,880	2,790	2,700	2,650	2,600

Last updated: 1 December 2010

ADVERTISING DIMENSIONS

Depth and Width

Advertisement	mm
Double page spread bleed	273 x 400
Double page spread trimmed	267 x 394
Double page spread gutter bleed only	246 x 378
Page bleed	273 x 200
Page bleed trimmed	267 x 197
Page type area	246 x 181
Half page horizontal spread bleed	134 x 400
Half page horizontal spread bleed trimmed	131 x 394
Half page horizontal spread gutter bleed only	121 x 378
Half page horizontal bleed	134 x 200
Half page horizontal bleed trimmed	131 x 197
Half page horizontal type area	121 x 181
Half page vertical bleed	273 x 101
Half page vertical bleed trimmed	267 x 98
Half page vertical type area	246 x 89
Quarter page horizontal	59 x 181
Quarter page vertical	121 x 89
Quarter page/single column bleed	273 x 55
Quarter page/single column trimmed	267 x 52
Quarter page/single column	246 x 44

SPECIFICATIONS AND CONTACT DETAILS

- File format: eps or pdf file.
- All files to be saved as CMYK with all fonts embedded.
- Resolution minimum 300dpi.
- Copy Deadline: 8 or 9 days prior to publication.
- Artwork to be emailed to sean.behan@rbi.co.uk

Terms and Conditions

Advertisers are reminded of their legal obligations under the Sex Discrimination Act 1975, the Race Relations Act 1976, the Disability Discrimination Act 1995 and the Employment Equality (Age) Regulations 2006. Further information is available at <http://www.reedbusiness.co.uk/guidedocuments/discrimguide.htm#Disability%20Discrimination>.

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