

Print Advertising Rates 2010

Number of insertions

Size	x1	x3	x6	x12	x24	x36	x51
DPS	£5965	£5795	£5620	£5455	£5075	£4770	£4430
Full page A4	£3975	£3855	£3740	£3580	£3345	£3060	£2785
Half page A4	£2655	£2495	£2495	£2385	£2225	£2010	£1855
Quarter page A4	£1590	£1545	£1495	£1435	£1340	£1225	£1120
Technology Directory	£450	£430	£410	£390			

Special positions + 15%

Loose inserts

Up to 20 grams in weight = £85 per '000

Any additional weight = an extra £1.85 per gram per '000

Minimum order = £995

Other creative options*

Bellyband	= £5,680
Attached Bellyband	= £6,437+ space cost
Gate Fold	= £7,515
False Front Cover	= £10,765
Tip on (under 20g)	= £3,316 + space cost

Events

Cateys	= £30,000
Hotel Cateys	= £15,000
Web Awards (Headline)	= £5,000
Web Awards (Category)	= £1,500
Chef Eats Out	= £7,500
Round tables	= £7,500
A5 32 page supplement	= £25,000

*Please note these are media costs and do not include production costs.
Quotes for production available on request.

Call us now to make a
booking or for more information.

Rob Adam T: 0208 652 3814
Ben Adlington T: 0208 652 3789
Sammy-Jo Clayton T: 020 8652 4799

Online and E-Marketing Rates 2010

Online Rates

	CPM rate	Typical Example
Button	£25 per 000	50,000 impressions over 4 weeks = £1,250
Leaderboard	£45 per 000	50,000 impressions over 4 weeks = £2,250
Skyscraper	£55 per 000	50,000 impressions over 4 weeks = £2,750
MPU's	£65 per 000	50,000 impressions over 4 weeks = £3,250
Page Peel	£70 per 000	50,000 impressions over 4 weeks = £3,500
Homepage Take over	£1000	
Bespoke Channel	£9000 3 months	
	£15k 6 month	
	£27k 12 months	
Industry Resources	£6000 12 months	
(Contextual Marketing)	£4,000 6 months	
Video broadcast delivery only	£2,000 per month	
Video broadcast including production	POA	

E-Marketing Rates

E-updates	Top £750
	Middle £500
	Bottom £350
	Skyscraper £500
	(from supplied copy. +£200 for unfinished material)
Bespoke email advertising	£1,695 supplied copy (+£200 for unfinished material)
Newswire (solus)	£1,950
Newswire top banner	£850
Newswire skyscraper	£850
Newswire MPU	£800
Newswire advertorial	£850
Newswire supplier news	£149

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