

Magazine Inserts

Insert Rate Card 2009

(Prices in sterling)

Insert Options		Costs per Thousand	Full Run Costs (20k)	Extra Costs for Digital Issue	Constraints
Loose Inserts	Up to 10 grams	£60	£1,200	£250	None
Per extra grams	£1.60				None
Bound Insert	Up to 10 grams	£75	£1,500	£500	None
Per extra grams	£1.60				None
False Front Cover		£185	£3,700	£500	None
3/4 Front Cover		£175	£3,500	£500	None

Additional Creative Options		Costs per Thousand	Full Run Costs (20k)	Extra Costs for Digital Issue	Constraints
Tip on		£100 plus cost of advert	£2,000 plus cost of advert	N/A	N/A
Barn Door		£600 plus cost of advert	£12,000		Full Run only
CD Cover Mount		£300	£6,000		None
Post-it Note		POA	POA		Full Run Only
Belly Band		£250	£5,000		Full Run Only
Outserts		£250	£5,000		None
Tip on (Mechanical Feed)		£150 plus cost of space	£3,000 plus cost of space		Full Run Only
Tip on (Hand Feed)		POA	POA		Full Run Only
Poly Bag Advertising			£7,500 for 3 months		Full Run Only

(Please note the above costs are only media costs and do not include production costs. Separate quotes for production can be given and is available on request)

Terms and Conditions

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<http://www.reedbusiness.co.uk/GuideDocuments/tandc.htm>

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.

For more information visit <http://www.reedbusiness.co.uk/GuideDocuments/discrimguide.htm>

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ElectronicsWeekly