

display advertising RATES

front cover	£2,513
flap front cover & inside	£3,207
throw-out cover 3pp	£3,194
throw-out core text 4pp	£3,306
double page	£3,015
inside front DPS	£3,350
inside back DPS	£3,350
full page A4	£1,675
inside front	£1,843
inside back	£1,775
back cover	£2,094
half page A4	£963
1/4 page banners	contact us for price
double page spread banners	

Other marketing opportunities

• prime positions

Full page, double page spread and cover positions. High visual impact and offers optimum coverage, excellent for product or brand profile building.

• throw-outs

3 or 4 pages. Rolls out to the left from the inside front cover or is placed in the core of the magazine and rolls out to the right. This gives you an eye catching single page that then folds out into a double page spread or alternatively starts with a double page spread followed by a double-sided page. It's very high impact - a great way to make a splash!

• vendor profile

Although written in our editorial style, you have total autonomy over content and layout. We believe this is an imperative part of any marketing plan, used as a platform, it is an opportunity to communicate strategic messages and business changes. Available in 2 or 4 pages.

• branding

Sponsorship is something a bit different, a bespoke sponsorship position aligns you with EdExec magazine and the good will that goes with that. Alternatively sponsorship columns offer the same creative inclusion used consistently over several months, this leads to instant recognition of your brand by readers while communicating different strategic messages.

• banners

These are horizontal or vertical in format, or spread across a double page spread (refer to mechanical specifications). They can either be consecutively placed or scattered throughout the magazine for increased brand recognition and profile building.

• reader reply card

Designed to drive response for promotions and incentives. Works most effectively in association with a full/half page advertorial promoting the offer. This could be used to drive enquiries or referrals or simply as an information request facility? Alternatively using the reader reply card for brand awareness, it's well positioned at the front of the magazine for high impact.

• tip on / sampling

With more innovative products here's a chance to affix samples to your advert within the magazine, allows the reader to actual see and feel the product. Alternatively attach a marketing gimmick (post it notes, credit cards, mouse mats, wobblers etc.) branded with a promo or company details.

• inserts & mailers

A great way to get your product information directly into the readers hands. We offer 'loose' or 'bound in' inserts and, where practical, wrapped 'outserts'.

Contact our sales and marketing teams to help you advise on planning and co-ordination of your campaigns and budget over a variety of available media such as magazines or online.

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