

# display advertising RATES

<b>front cover</b>	£1,850
<b>throw-out cover 3pp</b>	£2,974
<b>throw-out core text 4pp</b>	£3,027
<b>double page</b>	£2,590
<b>inside front DPS</b>	£2,835
<b>inside back DPS</b>	£2,835
<b>full page A4</b>	£1,424
<b>inside front</b>	£1,550
<b>inside back</b>	£1,550
<b>back cover</b>	£1,695
<b>half page A4</b>	£845

## 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!

- **somethin 4 nothin**

Free samples, promo's, offers and sales incentives.

- **brand profile**

The premier position within the magazine, written and designed by the USP team, a powerful platform to promote your brands and products. Double page spread.

- **advertorials**

Available as full page, half page and quarter page slots. Contact us for required number of words and images.

- **gallery**

1/8 of a page within the gallery. Contact us for required number of words and images.

- **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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