MILITARY MODELLING

media pack

Military Modelling Magazine is the UK's No.1, and the best hobby magazine of its kind, where you'll find a variety of features on model military vehicles, AFVs, armour on tracks, and on wheels, and in the popular 1:35, 1:32, 1:48, 1:72, 1:76 scales.

You will also discover articles about, Military Miniatures, the Figures of Soldiers, from the Ancient, Medieval, Napoleonic, First World War, and Second World War periods, plus 'Dioramas', and models in 'Scenic Settings' in the popular 'sizes' of 54mm, 75mm, 90mm, and 120mm.

We also feature associated aircraft models, especially 'Battlefield Helicopters'. We cover marine subjects including Coastal Craft, Motor Torpedo Boats, Submarines in all scales and especially those we can associate with the model figure sizes and vehicle modelling scales. Our practical features include Paints, Airbrushes, Decals, Transfers and all the techniques involved with the hobby of military modelling.

ABOUT OUR READERS

- 86% buy products advertised in the magazine
- Mean annual household income £25,700
- Average value of their collection £7,400
- They spend £700 p.a. on their hobby

- Frequency: 13 issues per year
- Cover price: £4.75

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DO NOT LEAVE YOUR MARKETING TO CHANCE...

Advertising is one of the biggest monthly expenditures a business can make, therefore it is important you get it right.

You have to choose the right magazine to advertise in; choose how to run your campaign; choose the size advert to fulfil your needs as cost effectively as possible and you need to choose the right team to help you promote your business.

Take the risk out of choosing and let us help by sharing our wealth of knowledge of the Military Modelling industry. We will help you direct your business and make your advertising as effective as possible. Your Military Modelling Magazine Advertising Team are committed to ensuring your needs and expectations are met.

YOUR BENEFITS BY ADVERTISING IN MILITARY MODELLING MAGAZINE

- Military Modelling magazine – The UK's No 1
- A dedicated readership targeting enthusiastic collectors
- Helping you directly target your existing customers and helping you gain more business
- World wide subscription base of collectors
- A vast range of advertising options including display, classified, sponsorship and advertorials
- Part of the MyTimeMedia Ltd. Group consisting of magazines, e-commerce and community websites.
- Average value of their collection £7,400
- The 'must-have' magazine delivered directly to the readers homes
- 13 action packed issues per year

rate card & dimensions

SIZE	TYPE AREA	RATES PER INSERTION
	Depth (mm) Width (mm)	1 insertion
FULL COLOUR		
Double Page Spread	534mm x 368mm	£1,300
Full Page	267mm x 184mm	£775
Half Page Vertical	267mm x 89mm	£415
Half Page Horizontal	136mm x 190mm	£415
Quarter Page Vertical	136mm x 92mm	£225
Eighth Page	65mm x 92mm	£175
Classified	min 2cm PCC	£15

EXTRAS

PDF's £559 (per article)
Loose Inserts £POA (dependant on weight/ size)
Web Directory: £30 per month, minimum of 3 months only plus VAT
Classified Lineage: 45p per word, minimum of 20 words, strictly pre-paid inc. VAT
Cancellation: Any cancellation during a series will result in a surcharge on all previous insertions, bringing the total act of each advertisement on the appropriate rate.

2015 copy deadlines

ISSUE	COPY DEADLINE	PUBLICATION DATE
Vol 45 No 3	13 FEBRUARY	6 MARCH
Vol 45 No 4 SPECIAL	13 MARCH	3 APRIL
Vol 45 No 5	10 APRIL	1 MAY
Vol 45 No 6	8 MAY	29 MAY
Vol 45 No 7	5 JUNE	26 JUNE
Vol 45 No 8	3 JULY	24 JULY
Vol 45 No 9	31 JULY	21 AUGUST
Vol 45 No 10	28 AUGUST	18 SEPTEMBER
Vol 45 No 11	25 SPETEMBER	16 OCTOBER
Vol 45 No 12	23 OCTOBER	13 NOVEMBER
Vol 45 No 13	20 NOVEMBER	11 DECEMBER
Vol 46 No 1	11 DECEMBER	8 JANUARY
Vol 46 No 2	15 JANUARY	5 FEBRUARY

GENERAL INFORMATION

All above dates are for digital advertisement copy only. If you require your advertisement to be designed/amended Please supply 5 days prior to the above deadline dates.

specifications for advertisers

Format: A4 full colour magazine
Average issue size: 92 pages
Frequency: 13 issues per year
Cover price: £4.40

MECHANICAL DATA:	HEIGHT & WIDTH
DPS bleed	303 x 426mm
DPS trim	297 x 420mm
DPS type area	267 x 370mm
Page bleed	303 x 213mm
Page trim	297 x 210mm
Page type area	267 x 184mm
Half page horizontal	136 x 190mm
Half page vertical	267 x 89mm
Quarter page vertical	136 x 92mm
Quarter page horizontal	63 x 184mm
Eighth page	65 x 92mm

CLASSIFIED	
Classifieds 1 column	42mm
Classifieds 2 column	89mm
Classifieds 3 column	136mm
Classifieds 4 column	184mm
(minimum size 30mm high x 1 column wide)	

All rates are exclusive of VAT

NOTES:

- Please note that all prices quoted include full colour.
- VAT at 20% should be added to all prices. (UK + EU Only)
- Advertising cancellations must be sent in writing 4 weeks prior to deadline

INSERTS INFO:

Quotes for inserts available on request

PRODUCTION INFORMATION:

FILES: JPG: TIFF: EPS (font included):

InDesign docs (include hi-res graphics and fonts): PDF

GRAPHICS: Resolution 300dpi

Type area: 267 x 184

Final trim area: 297 x 210

Bleed area: 303 x 216

Copy to be sent via email:

rose-marie.williams@mytimemedia.com

To advertise please contact: Rose Williams

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