

MODEL ENGINEER

media pack

The perfect resource for those who model in metal.

Model Engineer offers comprehensive knowledge and advice on various engineering subjects from an excellent array of contributors ranging from historical articles to the latest show reports. It also includes practical instructions on building models, which are largely steam-oriented but also hot air and internal combustion engines, horology, electrical, electronic and mechanical items.

Testimonials

"We constantly advertise in Model Engineer as we get results every time!"
Mark Smith, Chronos Ltd

ABOUT OUR READERS

- 84% buy products advertised in the magazine
- Mean annual gross income £27,800
- They spend £723.61 p.a. on their hobby
- 99.7% are male
- 85% are aged 55+
- 69% retired



- Frequency 26 issues per year
- Cover price £3.60

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MODEL ENGINEER

rate card & dimensions

SIZE	TYPE AREA		RATES PER INSERTION
	Depth (mm)	Width (mm)	1 insertion
FULL COLOUR			
Full Page	267mm x 184mm		£895
Half Page Vertical	267mm x 89mm		£495
Half Page Horizontal	131mm x 184mm		£495
Quarter Page Vertical	131mm x 89mm		£297
Eighth Page	63mm x 89mm		£199
SPECIAL POSITIONS			
Inside Front Cover	267mm x 184mm		+10%
Inside Back Cover	267mm x 184mm		+10%
Outside Back Cover	267mm x 184mm		+10%
1st Right Hand Page	Full Colour Only		+10%
1st DPS	Full Colour Only		£1,370

3 mm bleed to be added to all artwork supplied

EXTRAS

PDF's	£559 (per article)
Loose Inserts	£65 per 1,000 (dependant on weight/size)
Reprints	£POA (dependant on size of review)

GUIDE TO SPECIALISTS' DIRECTORY

Small panel: 3 cms per single col, £30 per month, minimum of 3 months only plus VAT

Large panel: 5 cms per single col, £50 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.

Guaranteed Facing Editorial: 10% extra

Bleed: 10% extra

Spot Colour: £100 per page extra (Publisher's choice)

Inserts: Rates on Application

Publication dates: See publication schedules

Cancellation date: Black and White nine weeks prior to publication date

MODEL ENGINEER

2015 copy deadlines

ISSUE	COPY DEADLINE	PUBLICATION DATE	ISSUE	COPY DEADLINE	PUBLICATION DATE
4502	30 JANUARY	20 FEBRUARY	4515	31 JULY	21 AUGUST
4503	13 FEBRUARY	6 MARCH	4516	14 AUGUST	4 SEPTEMBER
4504	27 FEBRUARY	20 MARCH	4517	28 AUGUST	18 SEPTEMBER
4505	13 MARCH	3 APRIL	4518	11 SEPTEMBER	2 OCTOBER
4506	27 MARCH	17 APRIL	4519	25 SEPTEMBER	16 OCTOBER
4507	10 APRIL	1 MAY	4520	9 OCTOBER	30 OCTOBER
4508	24 APRIL	15 MAY	4521	23 OCTOBER	13 NOVEMBER
4509	8 MAY	29 MAY	4522	6 NOVEMBER	27 NOVEMBER
4510	22 MAY	12 JUNE	4523	20 NOVEMBER	11 DECEMBER
4511	5 JUNE	26 JUNE	4524	4 DECEMBER	25 DECEMBER
4512	19 JUNE	10 JULY	4525	14 DECEMBER	8 JANUARY
4513	3 JULY	24 JULY	4526	1 JANUARY	22 JANUARY
4514	17 JULY	7 AUGUST	4527	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. Deadlines for inserts are at least two days earlier than the copy deadlines.

Copy date: Full Colour 6 weeks, Mono 5 weeks preceding publication.

Cancellation: 4 weeks before copy date.

Please supply PDF's. Details can be downloaded from Pass-4Press.com

MODEL ENGINEER

specifications for advertisers

Format: A4 full colour magazine
Average issue size: 60 pages
Frequency: 26 issues per year
Cover price: £3.40

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	131 x 184mm
Half page vertical	267 x 89mm
Quarter page vertical	131 x 89mm
Quarter page horizontal	63 x 184mm
Eighth page	65 x 89mm

CLASSIFIED	WIDTH
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 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:

duncan.armstrong@mytimemedia.com

To advertise please contact: Duncan Armstrong

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