

MODEL ENGINEERS' WORKSHOP

media pack

Model Engineers' Workshop is ideal for enthusiasts who operate a home engineering workshop for both model construction or to support an engineering related hobby.

The magazine covers machine and hand tools; accessories and attachments; materials and processes and provides guidance on the selection, commissioning and use of tools and equipment. The essential guide for any workshop.

ABOUT OUR READERS

- 99% Male
- 85% 50+
- 69% Retired



- Frequency 13 issues per year
- Cover price £4.50
- Circulation 21,000

CONTACTS

Rhona Bolger

Commercial Sales Manager
+44(0) 1689 869891
rhona.bolger@mytimedia.com

Duncan Armstrong

Senior Advertising Sales Executive
+44(0) 1689 869855
duncan.armstrong@mytimedia.com

Robin Gray

Advertisement Production
+44(0) 1689 869877
robin.gray@mytimedia.com

Neil Wyatt

Editor
neil.wyatt@mytimedia.com

MODEL ENGINEERS' WORKSHOP

rate card & dimensions

SIZE	TYPE AREA		RATES PER INSERTION
	Depth (mm)	Width (mm)	1 insertion
FULL COLOUR			
Full Page	267mm x 184mm		£550
Half Page Vertical	267mm x 89mm		£390
Half Page Horizontal	131mm x 184mm		£390
Quarter Page Vertical	131mm x 89mm		£240
Eighth Page	63mm x 89mm		£120
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 ENGINEERS' WORKSHOP

2015 copy deadlines

ISSUE	COPY DEADLINE	PUBLICATION DATE
MARCH 2015	6 FEBRUARY	27 FEBRUARY
APRIL 2015	6 MARCH	27 MARCH
MAY 2015	3 APRIL	24 APRIL
JUNE 2015	1 MAY	22 MAY
JULY 2015	29 MAY	19 JUNE
AUGUST 2015	26 JUNE	17 JULY
SEPTEMBER 2015	24 JULY	14 AUGUST
AUTUMN 2015	21 AUGUST	28 AUGUST
OCTOBER 2015	18 SEPTEMBER	9 OCTOBER
NOVEMBER 2015	16 OCTOBER	6 NOVEMBER
DECEMBER 2015	13 NOVEMBER	4 DECEMBER
JANUARY 2016	10 DECEMBER	31 DECEMBER
FEBRUARY 2016	8 JANUARY	29 JANUARY

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 Pass4Press.com



specifications for advertisers

Format: A4 full colour magazine
Average issue size: 68 pages
Frequency: 13 issues per year
Cover price: £4.20

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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