

model Boats

media pack

Model Boats is recognised as a market leader both in the UK and overseas.

Model Boats covers all aspects of model boating, including regular reviews of new products, kit building and informative and factual, historical maritime information. It is the leader in event and club news and reviews from around the country.

ABOUT OUR READERS

- With a monthly circulation of approximately 16,000 in the UK, Europe, America's, Australia and New Zealand, Model Boats is the market leader in marine modelling.
- Our readers are from a technical and professional background and have been loyal to the magazine for over 10 years.
- Model Boats magazine can boast a number of very well established and knowledgeable long standing contributors. We are seen as an authoritative publication, produced by Paul Freshney who is recognised as an award winning model constructor in his own right.
- Model Boats offers readers 59% more editorial each year compared to any other competitor on the market.



- Frequency **13 issues per year**
- Cover price **£4.75**
- Circulation **16,000**

CONTACTS

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rate card & dimensions

SIZE	TYPE AREA		RATES PER INSERTION
	Depth (mm)	Width (mm)	1 insertion
FULL COLOUR			
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
SPECIAL POSITIONS			
Inside Front Cover	267mm x 184mm		£1300
Inside Back Cover	267mm x 184mm		£1250
Outside Back Cover	267mm x 184mm		£1350
1st Right Hand Page	Full Colour Only		£1170
1st DPS	Full Colour Only		£2250

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

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2015 copy deadlines

ISSUE	COPY DEADLINE	PUBLICATION DATE
FEB 2015	2 JANUARY	23 JANUARY
MAR 2015	23 JANUARY	13 FEBRUARY
APR 2015	20 FEBRUARY	13 MARCH
MAY 2015	20 MARCH	10 APRIL
JUNE 2015	17 APRIL	8 MAY
JULY 2015	15 MAY	5 JUNE
AUG 2015	12 JUNE	3 JULY
SEP 2015	17 JULY	7 AUGUST
OCT 2015	14 AUGUST	4 SEPTEMBER
NOV 2015	11 SEPTEMBER	2 OCTOBER
SPECIAL 2015	9 OCTOBER	30 OCTOBER
DEC 2015	6 NOVEMBER	27 NOVEMBER
JAN 2016	27 NOVEMBER	18 DECEMBER
FEB 2016	11 DECEMBER	8 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.

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

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specifications for advertisers

Format: A4 full colour magazine
Average issue size: 76 pages
Frequency: 13 issues per year
Cover price: £4.35

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 Only)
- Advertising cancellations must be sent in writing 6 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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