

MODEL COLLECTOR

media pack

Do not leave your marketing to chance.....

.....Advertising and Marketing is one of the biggest monthly expenditures a business can make and 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 and as cost effectively as possible, and you need to choose the right team to help you fulfil your needs.

Take the risk out of choosing and let us help you by sharing with you our wealth of knowledge of the Model collecting industry to help you direct your business and make your advertising as effective as possible. The advertising team at Model Collector are here to do just that and are committed to ensuring your needs and expectations are met.

YOUR BENEFITS OF ADVERTISING IN MODEL COLLECTOR

- A dedicated readership targeting enthusiastic Model collectors
- The only Model collecting magazine with an ABC audit figure
- Helps you directly target your existing customers and helping you gain more
- A newsstand magazine available in the UK, Europe, The Americas, Australasia and the Far East
- World wide subscription base of collectors
- A vast range of advertising options including display, classified, sponsorship and advertorials
- A highly trained and dedicated advertising team putting your business first
- Part of the My Hobby Store group consisting of magazines, ecommerce and community websites.
- An established name in Model Collecting for over 25 years



- Frequency 13 issues per year
- Cover price £3.95
- Launched 1987

CONTACTS

Rhona Bolger

Group Advertising Manager
+44(0) 1689 869891
rhona.bolger@mytimemedia.com

David Holden

Senior Advertising Executive
+44(0) 1993 709545
david.holden@mytimemedia.com

Robin Gray

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

Lindsey Amrani

Editor
lindsey.amrani@mytimemedia.com



rate card & dimensions

SIZE	TYPE AREA		RATES PER INSERTION	
	Depth (mm)	Width (mm)	1 insertion	
FULL COLOUR				
Double Page Spread	mm x mm		£1,800	
Full Page	265mm x 181mm		£1,062	
Half Page Vertical	265mm x 88mm		£556	
Half Page Horizontal	131mm x 181mm		£556	
Quarter Page Vertical	131mm x 88mm		£278	
Eighth Page	64mm x 88mm		£160	

3 mm bleed to be added to all artwork supplied

EXTRAS

Classified: £15 pcc, min 2cm, min booking 3 months

GUIDE TO SPECIALISTS' DIRECTORY

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.

Inserts: Rates on Application



2015 copy deadlines

ISSUE	COPY DEADLINE	PUBLICATION DATE
FEBRUARY 2015	2 JANUARY	23 JANUARY
MARCH 2015	30 JANUARY	20 FEBRUARY
APRIL 2015	27 FEBRUARY	20 MARCH
MAY 2015	27 MARCH	17 APRIL
JUNE 2015	24 APRIL	15 MAY
JULY 2015	22 MAY	12 JUNE
AUGUST 2015	19 JUNE	21 JULY
SEPTEMBER 2015	17 JULY	7 AUGUST
OCTOBER 2015	21 AUGUST	11 SEPTEMBER
NOVEMBER 2015	18 SEPTEMBER	9 OCTOBER
DECEMBER 2015	16 OCTOBER	6 NOVEMBER
CHRISTMAS 2015	13 NOVEMBER	4 DECEMBER
JANUARY 2016	3 DECEMBER	24 DECEMBER

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: 100 pages
Frequency: 13 issues per year
Cover price: £3.95

MECHANICAL DATA:	HEIGHT & WIDTH
DPS bleed	303 x 426mm
DPS trim	297 x 420mm
DPS type area	267 x 370mm
Page bleed	303 x 216mm
Page trim	297 x 210mm
Page type area	264 x 181mm
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	63 x 89mm

CLASSIFIED

Classifieds 1 column	40mm
Classifieds 2 column	98mm
Classifieds 3 column	138mm
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 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 181

Final trim area: 297 x 210

Bleed area: 307 x 220

Copy to be sent via email:

david.holden@mytimemedia.com

To advertise please contact: David Holden

CONTACTS

Rhona Bolger

Group Advertising Manager
+44(0) 1689 869891
rhona.bolger@mytimemedia.com

David Holden

Senior Advertising Executive
+44(0) 1993 709545
david.holden@mytimemedia.com