

# RCM&E

## media pack

### Britain's best-selling radio control model aircraft magazine.

RCM&E brings its worldwide readership the very best selection of news, views and kit reviews packaged alongside informative and entertaining feature articles covering each and every aspect of this diverse hobby.

The magazine has brought benchmark levels of writing and photography to the hobby and each issue has extensive reviews, informative features and opinionated columns from a number of well known contributors.

#### ABOUT OUR READERS

- Average annual hobby spend: £750
- Average age: 55
- 70% are interested in electric flight
- 67% spend more than 3 hours a week at the flying field



- Frequency 13 issues per year
- Cover price £4.35
- Circulation 38,000

#### CONTACTS

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##### Duncan Armstrong

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##### Andrew Tompkins

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##### David Ashby

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# RCME &

## rate card & dimensions

SIZE	TYPE AREA		RATES PER INSERTION			
	Depth (mm)	Width (mm)	1 insertion	3 insertions	6 insertions	13 insertions
<b>FULL COLOUR</b>						
Full Page	267mm x 184mm		£975	£877	£780	£585
Half Page Vertical	267mm x 89mm		£550	£495	£440	£330
Half Page Horizontal	131mm x 184mm		£550	£495	£440	£330
Quarter Page Vertical	131mm x 89mm		£325	£292	£260	£195
Eighth Page	63mm x 89mm		£205	£185	£164	£123
<b>SPECIAL POSITIONS</b>						
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

# RCME & E

## 2015 copy deadlines

ISSUE	COPY DEADLINE	PUBLICATION DATE
MARCH 2015	23 JANUARY	13 FEBRUARY
APRIL 2015	20 FEBRUARY	13 MARCH
MAY 2015	27 MARCH	17 APRIL
JUNE 2015	24 APRIL	15 MAY
JULY 2015	22 MAY	12 JUNE
AUGUST 2015	19 JUNE	10 JULY
SEPTEMBER 2015	17 JULY	7 AUGUST
OCTOBER 2015	21 AUGUST	11 SEPTEMBER
SPECIAL 2015	18 SEPTEMBER	9 OCTOBER
NOVEMBER 2015	9 OCTOBER	30 OCTOBER
DECEMBER 2015	6 NOVEMBER	27 NOVEMBER
JANUARY 2016	4 DECEMBER	25 DECEMBER
FEBRUARY 2016	1 JANUARY	22 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](http://Pass4Press.com)

# RCME &

## specifications for advertisers

**Format: A4 full colour magazine**  
**Average issue size: 132 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 184mm
Half page vertical	267 x 89mm
Quarter page vertical	136 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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