

canoe

focus

Advertisement rates

DISPLAY

	£
Whole Page	725
Double Page Spread	1295
Half Page	450
Quarter Page	250
Eighth Page	150
Outside Back Cover	1275
Inside Back Cover	1095
Inside Front Cover	1149

Other special or guaranteed positions - add 20%

SERIES DISCOUNTS

3 issues 5%, 4/5 issues 7.5%, 6 issues 10%.

CLASSIFIED (Must be pre-paid plus VAT at 17.5%)

Semi display -	£14.00 p.s.c.c. colour
Lineage -	75p per word (minimum charge £15)
Trade Directory -	(3cm x 1column) £27 per edition. Six editions £135
No. of Columns:	4 x columns (1 column = 42 mm wide)

AGENCY COMMISSION 10%

Please note: All rates are subject to VAT at 17.5%.

TECHNICAL DATA

Format: A4	
Page Size: Trim	297 x 210 mm.
Type Area:	270 x 190 mm.
Half Page:	130 x 190 mm or 270 x 90 mm
Quarter Page:	130 x 90 mm or 60 x 190 mm
Eighth Page:	60 x 85 mm or 27 x 130 mm

COPY REQUIREMENTS

Advertisements should be sent as Pass4press PDF, Quark EPS, Illustrator EPS, Photoshop TIFF or JPEG files in CMYK format on DVD, or CD.

Advertisements can also be sent by email on peter@canoefocus.co.uk

canoe

focus

is published by 2b Graphic Design under contract from the British Canoe Union. To advertise please contact 2b Graphic Design on 01480 465081. As a design company we will be happy to design your advertisement at a very competitive rate.

2b @ design

2 b Graphic Design Limited

Email: peter@canoefocus.co.uk

www.canoefocus.co.uk

MAILED BY POST TO
32,000 MEMBERS OF:

The British Canoe Union

The Scottish and Welsh
Canoe Associations

The Canoe Association of
Northern Ireland

With a growing membership currently at 32,000, it has five times the readership of any other canoeing magazine in the United Kingdom and the only guaranteed regular readership amongst canoeists.

PUBLISHED BI-MONTHLY
Advertising booking deadlines:

10th March for April issue

10th May for June issue

10th July for August issue

10th September for October issue

10th November for December issue

12th January for February issue



Terms & conditions of acceptance

1. Advertisement copy is subject to the approval of the publisher who reserves the right to omit or refuse any advertisement or copy without notice.
2. Advertisement matter may be changed as often as required, but an advertiser's previous advertisement will be repeated if new copy is not received by the copy date.
3. No cancellation can be accepted for any issue Canoe Focus unless instructions are received in writing eight weeks or more before publication of the issue in which the advertisement is due to appear.
4. Series discounts apply only to orders placed in advance and completed within one year of date of first insertion. If the Advertiser cancels the balance of the series all unearned series discounts shall be paid by the Advertiser. The Advertiser will not be surcharged if the Publisher cancels the balance of the series.
5. Advertiser's materials are held at the owner's risk and should be insured by him against theft, fire and other damage.
6. The publishers will not hold themselves responsible for advertiser's materials which remain unclaimed after a year from the date of publication of the last advertisement.
7. All advertisements due to appear in this publication will only be accepted on condition that the advertiser warrants that the advertisement in no way contravenes the provisions of the Trades Descriptions Act, 1968.
8. The advertiser will indemnify the publishers and printers of Canoe Focus against any damages or consequential loss they may incur as a result of the publication of the advertisement.
9. The publishers reserve the right to alter the advertisement rates without notice.
10. The Advertiser will be charged for any additional colour processing costs.
11. All advertisement material originated by the Publisher remains the Publisher's copyright.
12. The placing of an order or contract by the advertiser constitutes an acceptance of the above conditions.
13. Accounts shall be paid within four weeks of the date of the invoice. Failure to pay by the specified date can result in a 2.5% monthly interest charge being added to outstanding accounts.