

Advertising rates

Nation advert	Size (width x height)	1 to 3 advert		4 to 6 advert @ 10% discount		7 to 10 advert @ 12.5% discount		Above 10 advert @ 15% discount	
		SCR VAT exc	SCR VAT inc	SCR VAT exc	SCR VAT inc	SCR VAT exc	SCR VAT inc	SCR VAT exc	SCR VAT inc
Full page colour - normal	(290mm x 390mm)	4,000.00	4,600.00	3,600.00	4,140.00	3,500.00	4,025.00	3,400.00	3,910.00
Full page colour - back cover		5,000.00	5,750.00	4,500.00	5,175.00	4,375.00	5,031.25	4,250.00	4,887.50
Full page colour - inside back/front cover		4,500.00	5,175.00	4,050.00	4,657.50	3,937.50	4,528.13	3,825.00	4,398.75
Full page colour - centrespread		4,725.00	5,433.75	4,252.50	4,890.38	4,134.38	4,754.53	4,016.25	4,618.69
Full page black and white - normal	(290mm x 390mm)	3,100.00	3,565.00	2,790.00	3,208.50	2,712.50	3,119.38	2,635.00	3,030.25
Full page black and white - centrespread		3,400.00	3,910.00	3,060.00	3,519.00	2,975.00	3,421.25	2,890.00	3,323.50
Half page colour - normal	(290mm x 193mm) or (143mm x 390 mm)	2,300.00	2,645.00	2,070.00	2,380.50	2,012.50	2,314.38	1,955.00	2,248.25
Half page colour - inside back/front cover		2,700.00	3,105.00	2,430.00	2,794.50	2,362.50	2,716.88	2,295.00	2,639.25
Half page black and white - normal	(290mm x 193mm) or (143mm x 390 mm)	1,600.00	1,840.00	1,440.00	1,656.00	1,400.00	1,610.00	1,360.00	1,564.00
Quarter page colour - normal	(143mm x 193mm)	1,400.00	1,610.00	1,260.00	1,449.00	1,225.00	1,408.75	1,190.00	1,368.50
Quarter page colour - inside back/front	(143mm x 193mm)	1,800.00	2,070.00	1,620.00	1,863.00	1,575.00	1,811.25	1,530.00	1,759.50
Quarter page black and white	(143mm x 193mm)	860.00	989.00	774.00	890.10	752.50	865.38	731.00	840.65
One eight black and white	(143mm x 95mm) or (94mm x 140 mm)	440.00	506.00	396.00	455.40	385.00	442.75	374.00	430.10
One eight colour	(143mm x 95mm) or (94mm x 140 mm)	960.00	1,104.00	864.00	993.60	840.00	966.00	816.00	938.40
One sixteenth black and white	(143mm x 50 mm)	265.00	304.75	238.50	274.28	231.88	266.66	225.25	259.04
One sixteenth colour	(143mm x 50 mm)	580.00	667.00	522.00	600.30	507.50	583.63	493.00	566.95
4.2 X 2 column	(94mm x 50mm)	180.00	207.00	162.00	186.30	157.50	181.13	153.00	175.95
Classified (scr 55 for first 30 words, additional words SR2 per word)		-	-	-	-	-	-	-	-
Top front banner Horizontal Page 1 - colour	(290mm x 45mm)	1,200.00	1,380.00	1,080.00	1,242.00	1,050.00	1,207.50	1,020.00	1,173.00
Bottom banner Horizontal Page 1 - colour	(290mm x 47mm)	1,070.00	1,230.50	963.00	1,107.45	936.25	1,076.69	909.50	1,045.93
Side Banner - Vertical Page 1	(57mm x 242mm)	1,070.00	1,230.50	963.00	1,107.45	936.25	1,076.69	909.50	1,045.93
Side Banner - Vertical Page 2	(65mm x 390mm)	1,000.00	1,150.00	900.00	1,035.00	875.00	1,006.25	850.00	977.50
Earshot advert - Colour	(94 mm x 76mm)	600.00	690.00	540.00	621.00	525.00	603.75	510.00	586.50
Banner advert - Horizontal - Page 3	(290mm x 45mm)	860.00	989.00	774.00	890.10	752.50	865.38	731.00	840.65
Banner advert - Vertical - Page 3	(72mm x 390mm)	1,070.00	1,230.50	963.00	1,107.45	936.25	1,076.69	909.50	1,045.93