

kitchen & bathroom journal



MEDIA INFORMATION

effective January 2015

Our rates:

display advertising rates			
Colour Advertisements			
Insertions	One	Three	Six
Double page	£ 2195	£ 2095	£ 1995
Single page	£ 1395	£ 1315	£ 1235
Half page	£ 1095	£ 1035	£ 975
Quarter page	£ 625	£ 585	£ 545
Special Position surcharge of 20% to above if requested			
Premium positions			
Full colour double page centre spread	£ 2695		
Full colour page inside front or back cover	£ 1554		
Full colour page outside back cover	£ 1495		
Front cover + full colour internal page	£ 2690		
Full page front cover	£ 1295		
Advertisement features			
Single page (incl layout & typesetting)	£ 1095		
2 pages	£ 1860		
Directory entries	from £ 50 per issue		
Image inclusion charge: £ 100 (each)			
Agency discount: -10% (on adverts only)			

full page (A4)
text:
187mm x 271mm

or, at no extra charge,
bleed:
216mm x 303mm
trim:
210mm x 297mm

half page horizontal
187mm x 133mm

quarter page horizontal
187mm x 64mm

production requirements

Supplied images should be in TIFF, JPEG or EPS format with a resolution of at least 300dpi.

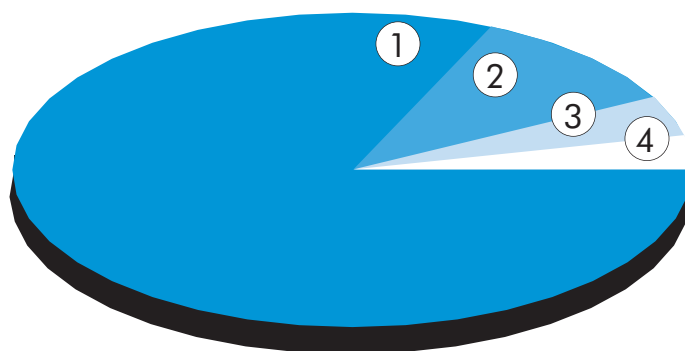
Please supply advertisements as a press-ready PDF of the whole advert, (CMYK only, at 300dpi minimum, with 3mm bleed all round, trim marks and registration marks and embedded fonts).

Please also supply a full-size colour proof of all advertisements.

quarter page vertical
91mm x 133mm

half page vertical
91mm x 271mm

1. Independent Specialist Retailers (79%)
2. Kitchen and Bathroom Manufacturers (16%)
3. Architects, Specifiers and Designers (3%)
4. Builders' Merchants (2%)



we mail out **9,115** copies every edition
estimated readership 27,345

contact us on 01502 517115 or 517116
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