

## Ratecard 2018

### Advertising Rates

#### DPS

Inside Front Cover	£46,860
2nd DPS	£42,570
Gtd cover feature	£42,570
Gtd Position	£36,300
Run of Magazine	£32,340

#### Fractions

Half Gtd Position	£10,890
Half Run of Magazine	£8,580
Third Run of Magazine	£5,170
Quarter Gtd Position	£5,280
Quarter Run of Magazine	£4,488

#### Page

Inside Front Cover/Inside Back Cover	£27,060
1st Right Hand Page/First Facing Editorial	£22,550
2nd Right Hand Page	£23,760
Gtd Position	£18,150
Run of Magazine	£16,170

#### Inserts

Loose Insert (single sheet to 16 pages)	£30
Loose Insert (16 pages +)	£35
Bound-In	£40
Tips-on (+Page Costs)	£40

#### Advertorials

£25,000

*Special pricing facilities i.e. fragrance and gummed cards on request.  
Minimum volume of inserts is 50,000*

### Digital - Standard Formats

HPTO desktop	£9,000
HPTO mobile	£6,000
Leaderboard (728x90)	£12 CPM
MPU (300x250)	£14 CPM
Double MPU (300x600)	£26 CPM
Billboard (970x250)	£28 CPM
Rich Media	POA
Skin	£85 CPM
Mobile banner (320x50)	£10 CPM
Mobile MPU (300x250)	£12 CPM
Mobile Rich Media	POA

# Reach

## Notebook

### Ratecard 2018

#### Formats

Full page  
Half page  
Quarter page  
Inside front cover  
Inside back cover  
Outside back cover

#### Rates

£26,600  
£13,300  
£6,650  
£39,900  
£38,175  
£44,550

Other special positions can be available subject to negotiation, price on application.

All rates subject to VAT.

## Reach

Reach PLC, One Canada Square,  
Canary Wharf, London, E14 5AP

T: 020 7293 3000

[www.reachplc.com](http://www.reachplc.com)

Registered Office: One Canada Square, Canary Wharf, E14 5AP Registered No. 82548 England & Wales

## Ratecard 2018

### Advertising Rates

#### DPS

Inside Front Cover	£39,050
2nd DPS	£35,475
Gtd cover feature	£32,175
Gtd Position	£29,150
Run of Magazine	£26,400

#### Fractions

Half Gtd Position	£7,975
Half Run of Magazine	£7,150
Third Run of Magazine	£5,170
Quarter Gtd Position	£4,400
Quarter Run of Magazine	£3,740

#### Page

Inside Front Cover/Inside Back Cover	£22,550
1st Right Hand Page/First Facing Editorial	£20,625
2nd Right Hand Page	£19,800
Gtd Cover Feature	£17,215
Right Hand & Front Half Guaranteed	£16,225
Gtd Position	£15,125
Run of Magazine	£13,475

#### Inserts

Loose Insert (single sheet to 16 pages)	£30
Loose Insert (16 pages +)	£35
Bound-In	£40
Tips-on (+Page Costs)	£40

#### Advertorials

£25,000

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## Ratecard 2018

<b>Display Colour</b>	<b>Page</b>
Run of Magazine	£27,500

<b>Special Positions</b>	
Outside Back Cover	£35,000
Inside Front Cover/Inside Back Cover	£34,000
Any Other Positional Guarantees	£33,000

<b>Advertisement Features</b>	
Page	£35,750
Sponsorship Rates	On application

<b>Inserts</b>	
Loose Insert (single sheet to 16 pages)	£25
Loose Insert (16 pages +)	£30
Bound-In	£40
Post-it	£50
Tips-on (+Page Costs)	£40

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## Ratecard 2018

<b>Display Colour</b>	<b>Page</b>
Run of Magazine	£15,000

<b>Special Positions</b>	
Any Positional Guarantees	+10%
Outside Back Cover	£18,500
Inside Front Cover/Inside Back Cover	£17,000

<b>Advertisement Features</b>	
Page	£19,500
Sponsorship Rates	On application

<b>Inserts</b>	
Loose Insert (single sheet to 16 pages)	£25
Loose Insert (16 pages +)	£30
Bound-In	£40
Post-it	£50+
Tips-on (+Page Costs)	£40

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<b>Formats</b>	<b>Rates</b>
Full page	£31,250
Half page	£15,625
Inside front cover	£35,500
Inside back cover	£34,000
Outside back cover	£37,000
First DPS	£68,000
Regional Ratecard	£9,375

Other special positions can be available subject to negotiation, price on application.

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## Ratecard 2018

<b>Display Colour</b>	<b>Page</b>
Run of Magazine	£15,000

<b>Special Positions</b>	
Any Positional Guarantees	+10%
Outside Back Cover	£18,500
Inside Front Cover/Inside Back Cover	£17,000

<b>Advertisement Features</b>	
Page	£19,500
Sponsorship Rates	On application

<b>Inserts</b>	
Loose Insert (single sheet to 16 pages)	£25
Loose Insert (16 pages +)	£30
Bound-In	£40
Post-it	£50+
Tips-on (+Page Costs)	£40

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## Ratecard 2018

### Formats

Full page  
Half page  
Quarter page  
Inside front cover  
Inside back cover  
Outside back cover  
First DPS

### Rates

£21,300  
£10,650  
£5,325  
£32,000  
£30,500  
£35,500  
£42,600

Other special positions can be available subject to negotiation, price on application.

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