

# Advertising rates and mechanical data

## Advertising rates

Front Cover	£3,200
Inside Front Cover	£2,500
Back Cover	£2,700
Inside Back Cover	£2,500
Double Page Spread	£4,000
Full Page	£2,100
Half Page	£1,200
Quarter Page	£650
Sponsorship of "The Knowledge"	£4,000
Sponsorship of "Doing the Business"	£4,000

### Advertorials:

Sponsorship of "Ask yer Man"	£2,300
Sponsorship of "Category Management"	£4,000
Sponsorship of "Brands of Distinction"	£4,000

### Series Discounts:

- ▲ 10% for 3 insertions
- ▲ 15% for 6 insertions
- ▲ 20% for 12 insertions

N.B. The editorial team is pleased to discuss other sponsorship opportunities and ideas

For advertising and sponsorship opportunities please contact:

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Editorial contacts:

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## Display advertisement size guide:

### Full page (A4):

page size (trim): 210mm x 297mm  
including 3mm bleed all round: 216mm x 303mm

### Half page landscape:

area on page: 210mm x 148mm  
including 3mm bleed all round: 216mm x 154mm

### Half page portrait:

area on page: 105mm x 297mm  
including 3mm bleed all round: 111mm x 303mm

### Quarter page landscape strip:

area on page: 210mm x 74mm  
including 3mm bleed all round: 216mm x 80mm

### Quarter page portrait:

area on page: 102mm x 145mm  
including 3mm bleed all round: 108mm x 151mm

### Quarter page strip:

area on page: 52mm x 297mm  
including 3mm bleed all round: 58mm x 303mm

### Eighth page landscape strip:

area on page: 210mm x 38mm  
including 3mm bleed all round: 216mm x 44mm

### Cover AD (and Dealer's Digest cover):

area on page: 154mm x 216mm  
including 3mm bleed all round: 160mm x 222mm

## ✓ PLEASE ADD 3MM OF BLEED TO ALL ARTWORK

Artwork should be supplied in press-ready PDF format.

All images must be in CMYK colour. At least 300ppi image resolution is recommended for best results. Any spot colours, including those contained within eps files (such as logos), should be converted to process CMYK\* before creating your PDF. If this is not done correctly, the colours on the final printed page may not appear exactly as expected. All fonts used should be embedded or converted to curves (vector data) before submission – we recommend converting headline text to curves. Whilst we of course endeavour to check all artwork before going to print, we cannot guarantee predictable results from incorrectly processed PDF files.

All digital files up to 12mb should be e-mailed to:

[gcads@willdobson.co.uk](mailto:gcads@willdobson.co.uk)

\*Any spot colours used in PDF artwork received will be converted by ourselves into process CMYK colour (using the Photoshop 5 Default CMYK profile)