



Inside Out

Advertising Rates:

Deadlines:

<i>Issue:</i>	<i>Copy Deadline:</i>	<i>Final Insert Delivery:</i>	<i>On Sale:</i>
Winter: DecJanFeb	1 November	14 November	1 December
Spring: MarAprMay	1 February	14 February	1 March
Summer: JunJulAug	1 May	14 May	1 June
Autumn: SepOctNov	1 August	14 August	1 September

Details:

Your advert will run in Inside Out for three months.

Prices:

Outside Back Cover: £1600
Inside Back Cover: £1300
Inside Front Cover: £1300
Whole Page: £1000
½ Page: £580
¼ Page: £290
1/8 Page: £150
Classified 30 Words: £10
Inserts Per 2,000: £300 (*up to 10g weight*)

* Discounted Prices: Issue 1

Outside Back Cover: £700
Inside Back Cover: £500
Inside Front Cover: £500
Whole Page: £350
½ page: £175
¼ Page: £100
1/8 Page: £60
Classified 30 Words: £5
Inserts Per 2,000: £200 (*up to 10g weight*)

Sizes: (*w x h*)

Page:

Whole Page (*portrait*)
½ Page (*landscape*)
½ Page (*portrait*)
¼ Page (*portrait*)
1/8 Page (*landscape*)

Trim:

210mm x 250mm
210mm x 125mm
250mm x 105mm
105mm x 125mm
105mm x 62.5mm

Bleed:

216mm x 256mm
216mm x 131mm
256mm x 111mm
111mm x 131mm
111mm x 68.5mm





Artwork Requirements:

- It is preferred that digital files be InDesign (.indd) or Illustrator (.eps) with fonts and images (min. 300 dpi) included.
- High resolution, press optimised PDFs are accepted (min. 300 dpi,) so long as fonts are embedded, but no responsibility will be taken by Inside Out for this.
- Files must not contain any non-flattened transparent elements.
- Files must be composite.
- Files must not contain non-CMYK elements.
- Files must contain a trim box set to the trim size of the publication.
- Files must contain visible crop marks.
- Files must be set to a minimum of 300 dpi.
- Multiple Master fonts must not be used.
- Pseudo fonts, such as italics or bolds, must not be used in InDesign documents.
- Combined colour ink density should not exceed 300 percent.
- All fonts must be embedded and subset.
- Font size should not be set to lower than 5 points, as this does not print acceptably.

Proofing and File Delivery:

- Digital files should be supplied on CD-ROM and should be sent to the office with a Dupont Digital Cromalin produced on DP10G Board using the DP Euro Offset Gloss DP10 Standard Curve.
- Only include the files associated with the job.
- Clearly label the disk with the your name and the date you wish to be in the magazine.
- Discs are non-returnable.
- All proofs submitted must be 100 percent of final output size, customer-approved colour contract proofs, generated from the final PDF.

Advert Design Service:

If you would like to advertise with us but do not have an advert already made up, we will be happy to discuss your needs with you. Please contact us for more details and a quote.

Enquiries:

We are glad to help if you are unsure of any of our requirements.

For all advertising related enquiries, please email: editor@myinsideout.co.uk

