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RATES 2010

Fullcolourpage	single advert	Book 4 adverts	Special 4 pages	Special 8 pages
Fullpage	€ 2250	€ 1900	€ 3750	€ 5000
Halfpage	€ 1150	€ 1000		
Quarterpage	€ 600	€ 500		
Eighthpage	€ 350	€ 250		

* Special; up to 1 advertising page per 4 pages. The remaining pages are completed upon consultation with your editor. No advertorials!

Price of inserts upon request; the rate depends on dimensions and weight.

Surcharge

Covers (full page) if available:

Cover 2 or cover 3: 15%, cover 4: 25%

Preferential placement: 10%

Terms and conditions

- All prices are exclusive of VAT
- All prices are based on material being received entirely in digital form (PDF). Any layout costs are charged at cost price where applicable. Changes to existing adverts are also charged at cost price.
- If an advert cannot be placed due to the late delivery of advertising material, then the fee for the reserved space will be charged in full.
- If we do not receive new material by the closing date, we shall assume that the previous advert is to be placed again without changes.

Important: Digital material for full-colour adverts must be accompanied by colour proof prints. However, please be aware that minor deviations in colour may still occur.

Technical specifications for adverts:

Dimensions of an advert: wxh

Page area 230 x 297 mm

Printing area 190x256mm

Full page bleed 230x297mm + 3mm

Or:

Full page 190 x 256 mm

Half page adv 190 x 127 mm

Quarter page adv 93 x 127 mm

Eighth page adv 93 x 63 mm

General information

Name: So British & Irish!

Frequency: 4 x a year

Distribution: Betapress Netherlands
Imapress Belgium

Circulation: 15,000 copies

Number of pages: 84 full colour

Sales price: € 4.95

Subscription price: € 18.50 per year

Target group

Anyone with an interest in UK and Irish culture, nature and traditions. Regular visitors to the UK and Ireland as well as travellers intending to visit the UK or Ireland for the first time. The age group is 30+ with average to above-average income.

Editorial policy

The publication So British & Irish! comprises travel stories, articles about nature and culture, British and Irish history, typically British and Irish traditions, products and lifestyle and golf. A large number of events, interesting facts and news items are covered. Other regular features are So...News, So...Culinary, Library, a competition and columns.

Dates of publication 2010

Spring issue week 6: February 11

Summer issue week 19: May 12

Autumn issue week 33: August 19

Winter issue week 46: November 18

Closing dates

January 21

April 22

July 22

October 21

More information for advertising contact:

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