

Mensa Magazine Rate Card

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Mensa Magazine Advertising, British Mensa Ltd, St. John's House, St. John's Square, Wolverhampton. WV2 4AH

	Full Page	Half Page	Quarter Page	Eighth Page	Outside Back Cover
Colour	£800	£460	£275	£175	£950
Mono	£650	£385	£235	£155	£800
ISSUE	Copy / Artwork Deadline				
January 2016	21 th November 2015				
February 2016	20 th December 2015				
March 2016	20 th January 2016				
April 2016	21 th February 2016				
May 2016	20 th March 2016				
June 2016	20 th April 2016				
July 2016	21 th May 2016				
August 2016	20 th June 2016				
September 2016	22 th July 2016				
October 2016	20 th August 2016				
November 2016	20 th September 2016				
December 2016	20 th October 2016				
CLASSIFIED Lineage Ad	Members	Non-Members			
Cost per Word	30p	£1.00			
Box Number	n/a	n/a			
Minimum Charge	£5	£10.00			

Advert Preparation

High resolution composite PDF files are preferred, following these instructions:

All fonts need to be embedded or outlined. All images should be CMYK and 300dpi. PDFs should be supplied at the correct finished size. 3mm bleed to be added if adverts go to edge of page size.

JPEG, EPS or TIFF files are also acceptable providing all images are CMYK and at 300dpi

For clarification on any of the above information, consult Peter Tayler at the Greenshires studio on 0116 202 2600.

Mechanical Data

Full Page Size

240mm x 165mm. Bleed 3mm. Text image area 220mm x 145mm

Half Page Size

Landscape: 102mm deep x 145mm wide

Portrait: 208mm deep x 70mm wide

Quarter Page Size

102mm deep x 70mm wide

Screen Size

Mono and four colour 200

Discount

All display rates exclude VAT

Series discounts: 3-6 insertions 5%, 6-9 = 7.5%, 9-12 = 10%

Pre-Payment discount: 5% Agency discount: 10%

Inserts

First 4gms - £45 per thousand. Heavier inserts and inserts into non UK copies incur ADDITIONAL mailing costs and are subject to inspection and special quotation.

Payment

Must be received before publication of Advert, we accept Visa, MasterCard, Company cheques and payment by BACS (details on request).