

2010 DISPLAY RATES

Number of insertions	1	3	6	12
QUARTER PAGE	£572	£541	£510	£479
HALF PAGE	£880	£830	£780	£730
FULL PAGE	£1,628	£1,536	£1,444	£1,352
DOUBLE PAGE SPREAD	£2,992	£2,822	£2,652	£2,482
SPECIAL POSITIONS				
Cover page incl of inside page	£3,080	£3,159	£2,993*	N/A*
Inside Front, Back Cover	£1,936	£1,836	£1,736	£1,636
4pp Cover Package**	£6,950			
3pp Inner Cover Package***	£4,650			

*Front cover position is not available for 12 consecutive months and a six month booking must be for bi-monthly issues.

**Fold-out 4pp Cover option involves Front Cover & additional 3pp of cover advertising, additional to the 'Cover Story' editorial page.

***Fold-out 3pp Cover option involves Fold out Inner Cover & additional DPS of prime advertising space

Loose Inserts:

Price on application. Which can include print, saving you transport costs and including on-line presence.

List Rental & E Shots:

Price on application. Please contact Angela White 020 8298 6490 angela.white@mpp.co.uk

● DIMENSIONS

DPS full bleed	426 x 303mm
DPS trim	420 x 297mm
DPS type area	400 x 277mm
Full page bleed	303 x 216mm
Full page trim	297 x 210mm
A4 page type area	273 x 187mm
Half page horizontal	130 x 187mm
Half page Vertical	273 x 86mm
Quarter page standard	130 x 86mm
Quarter page horizontal strip	187 x 60mm

● PUBLISHING DATES

The Flooring Magazine is published on the last working day of the month preceding Cover Date, for example an issue with a Cover Date of September will be published the end of August.

● COPY REQUIREMENTS

Four weeks preceding publishing date.

● CANCELLATION DATES

Eight weeks preceding publishing date.

● DESIGN AND ARTWORK

MPP Ltd can arrange for the design of customers' adverts and rates are available on application. N.B. Any graphic or process work undertaken by the publisher on behalf of the advertiser will be charged in addition to the charges for space.

PDF's should be supplied CMYK with all images 300dpi or above with transparency flattened and all fonts embedded. We can handle a variety of formats. However, our production department should be contacted for a full specification on 020 8298 6490.

● PAYMENT TERMS

All invoices are to be paid strictly on 30 days net. Any alterations to payment terms must be authorised in writing by MPP. Any agency commission of 10% is dependent on payment of invoices within 30 days of month of invoice.

● INSERTS

Loose inserts can be targeted to reach the full or part circulation, identified by geographical area. Prices are quoted on a per-thousand basis and are dependent on the weight of the insert., circulation splits will incur an additional charge



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