

Ad rates & specification



The Player Bookazine Specification

Print Run	20,000
Size after final trim	240 x 330mm
Bleed size for advertisements	6mm bleed all round
Total number of Pages	168 Plus 4pp cover
Colour formatting	Full colour throughout
Covers	Monotone
Covers inside	4/0
Materials Pages	offsett 140gsm gloss 150gsm
Inside Cover	G-Print matt 130gsm
Covers	Cardboard 2.4mm
Finishing	Matt lamination to cover Matt Silver Block Foiling to cover
Binding	Gathered and stitched

Projected Publication Schedule

Issue	Ad/Copy Deadline	Publish Date
Spring	1st week May	End May
Winter/Xmas	1st week November	End December



Advertising Rack Rates

Front Cover £POA

Rear Cover £POA

Inside Front Cover DPS £POA

Inside Rear Cover DPS £POA

Single Page from £25,000

Double Page from £45,000

Terms are strictly proforma in £ pounds Stirling.

Bookmarker from £5,000

Bespoke Jacket Covers (Min 50)

£5000 includes copies and boxes

Series Discounts and agency

commission available from 10%

