Ad rates & specification





The Player Bookazine Specification

Print Run	1,000
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/Christmas	1st week November	End November



Advertising Rack Rates

Rear Cover £3,000
Inside Front Cover Double Page £4,000
Inside Rear Cover Double Page £4,000
Single Page £2,500
Double Page £3,500

Bespoke attached Bookmarker £5,000
Bespoke Jacket Covers (Min 50)
includes design bespoke cover and
printed copies (Min 50) from £5,000



Terms are strictly proforma in £ pounds Stirling.

Series Discounts and agency commission available from 10%