
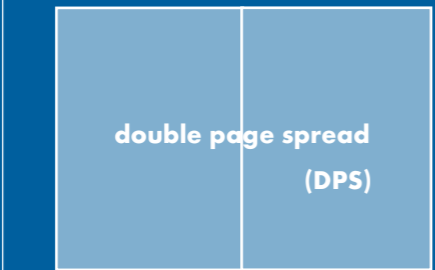
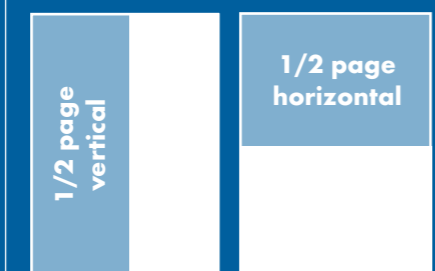
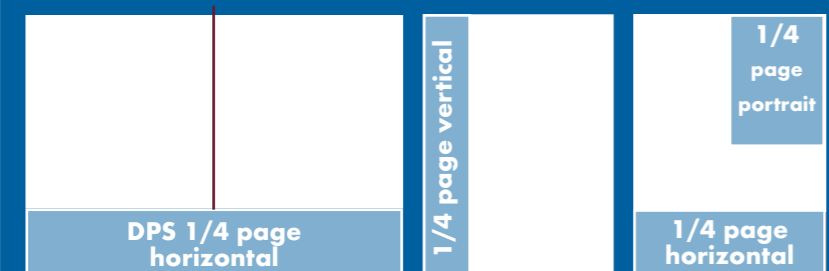


MECHANICAL specifications

display advertising RATES

Other marketing opportunities

 <p>single page</p>	<p>single page A4</p> <p>bleed: 303 x 216mm trim: 297 x 210mm type area: 260 x 180mm (height x width)</p>	<p>full page A4</p> <p>inside front £1,875 inside back £2,060 back cover £1,960 back cover £2,250</p>
 <p>double page spread (DPS)</p>	<p>double page spread (DPS)</p> <p>bleed: 303 x 426mm trim: 297 x 420mm type area: 260 x 384mm (height x width)</p>	<p>double page</p> <p>inside front DPS £2,925 inside back DPS £3,290 inside back DPS £3,130</p>
 <p>1/2 page vertical</p> <p>1/2 page horizontal</p>	<p>half page A4</p> <p>1/2 vertical: 297 x 105 mm +3mm bleed 1/2 horizontal: 148.5 x 210mm +3mm bleed (height x width)</p>	<p>half page A4</p> <p>£1035</p>
 <p>DPS 1/4 page horizontal</p> <p>1/4 page vertical</p> <p>1/4 page portrait</p> <p>1/4 page horizontal</p>	<p>banners & quarter pages</p> <p>1/4 portrait: 105 x 148.5mm +3mm bleed 1/4 DPS: 74.5 x 420mm +3mm bleed 1/4 vertical: 297 x 52.5mm +3mm bleed 1/4 horizontal: 74.5 x 210mm +3mm bleed (height x width)</p>	<p>1/4 page banners</p> <p>double page spread banners</p> <p>contact us for price</p>

• prime positions

Full page, double page spread and cover positions. High visual impact and offers optimum coverage, excellent for product or brand profile building.

• vendor profile

Although written in our editorial style, you have total autonomy over content and layout. We believe this is an imperative part of any marketing plan, used as a platform, it is an opportunity to communicate strategic messages and business changes. Available in 2 or 4 pages.

• branding

Sponsorship is something a bit different, a bespoke sponsorship position aligns you with Practice Business magazine and the good will that goes with that. Alternatively sponsorship columns offer the same creative inclusion used consistently over several months, this leads to instant recognition of your brand by readers while communicating different strategic messages.

• banners

These are horizontal or vertical in format, or spread across a double page spread (refer to mechanical specifications). They can either be consecutively placed or scattered throughout the magazine for increased brand recognition and profile building.

• reader reply card

Designed to drive response for promotions and incentives. Works most effectively in association with a full/half page advertorial promoting the offer. This could be used to drive enquiries or referrals or simply as an information request facility? Alternatively using the reader reply card for brand awareness, it's well positioned at the front of the magazine for high impact.

• tip on / sampling

With more innovative products here's a chance to affix samples to your advert within the magazine, allows the reader to actual see and feel the product. Alternatively attach a marketing gimmick (post it notes, credit cards, mouse mats, wobblers etc.) branded with a promo or company details.

• inserts & mailers

A great way to get your product information directly into the readers hands. We offer 'loose' or 'bound in' inserts and, where practical, wrapped 'outserts'.

Contact our sales and marketing teams to help you advise on planning and co-ordination of your campaigns and budget over a variety of available media such as magazines or online.

tel: 020 7288 6833
 sales@intelligentmedia.co.uk

SUPPLYING ARTWORK

WHAT? We only accept HIGH RESOLUTION PDF's with X1A distiller settings
 Please ensure your PDF's:

- DO NOT have any security settings
- All fonts are embedded

When designing adverts please ensure:

- All images are high resolution 300dpi, tif or eps, and all colours are CMYK
- No compressed images - i.e. LZW compression
- There are NO unusual Quark extensions
- Illustrator files have fonts outlines
- DO NOT use spot colours in the design palette.

Alternatively please send adverts in Quark Xpress or EPS format, with MAC fonts and images supplied.

HOW? All artwork can be uploaded to our FTP site. For web uploading go to www.ibackup.com and call us for current log in and password.

Alternatively artwork can be sent on a CD clearly labelled with the company name, magazine and month it is due for insertion.

Artwork can also be emailed to us at production@intelligentmedia.co.uk

Please post to us 2 x full colour hardcopy print outs of the artwork

WHERE? Intelligent Media Solutions
 Suite 223
 Business Design Centre
 52 Upper Street
 Islington
 London N1 0QH

Email: production@intelligentmedia.co.uk

Tel: 0207 288 6833
 Fax: 0207 288 6834