

# display advertising RATES

<b>full page A4</b> <b>inside front</b> <b>inside back</b> <b>back cover</b>	£1,875 £2,060 £1,960 £2,250
<b>double page</b> <b>inside front DPS</b> <b>inside back DPS</b>	£2,925 £3,290 £3,130
<b>half page A4</b>	£1035
<b>1/4 page banners</b>  <b>double page spread banners</b>	contact us for price

## Other marketing opportunities

### • 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.**

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