

FLUTE

The Journal of the British Flute Society

Full page	210 mm width x 280 mm height - bleed 3 mm all round
Margins	12.7 mm all round
Within margins	184.6 mm x 254.6 mm (HxW)
Colour	Full colour throughout

Advertising Rates

Page size	Dimensions	Single rate	Series rate	Single rate	Series rate
* Subject to availability		Black and white	Black and white	Colour	Colour
Full page outside back cover*	210 mm width x 280 mm height	n/a	n/a	£410	£369
Full page inside front cover*	210 mm width x 280 mm height	n/a	n/a	£370	£333
Full page inside back cover*	210 mm width x 280 mm height	n/a	n/a	£370	£333
Full page rest of magazine	210 mm width x 280mm height	£295	£265	£370	£333
Half-page	184.6 mm width x 123.3 mm height	£179	£161	£197	£177
Quarter-page	88.3 mm width x 123.3 mm height	£103	£93	£113	£102
Eighth-page	88.3 mm width x 57.65 mm height	£66	£59	£73	£65
Classified lineage		40p per word (minimum charge £4.80, ie, 12 words)			
Loose inserts: 1800 Required	Inserts should be sent direct to the mailing house no later than 3 weeks before the publication date	£350 + insertion and extra postage charge (this is dependent on size and weight)			

Bleed 3 mm all round. Half-page advertisements and smaller are within the margins. We are unable to accept a bleed other than for a full page.

Preferred format Copy is required ready for printing via email or on disk. We can accept most formats but prefer PDF. Artwork must be designed to the correct size. Only CMYK artwork must be supplied and we are unable to accept spot colours. Resolution must be a minimum of 300 dpi.

Copy deadlines Please send all copy to the Advertising Manager, as soon as possible and no later than the copy deadline (see below):

Issue	Copy deadline	Target Mailing Date
March	15 January	1 March
June	15 April	1 June
September	22 June	1 September
December	15 October	1 December

Inserts	A sample of the insert to be included must be sent to the Editor and Advertising Manager no later than the copy deadline.	
Invoices	Magazine advertising invoices will be sent out as soon as possible after the date of publication. Advertisers will receive a copy of the journal as soon as it is published and the invoice will be sent separately.	
Payment	Payment is accepted by cheque, credit card, bankers draft or PayPal. Payment must be received no later than 30 days following receipt of the invoice.	
Overseas advertisers	Please pay in £ Sterling by credit card, cheque, draft or bank transfer.	
Mailing dates	<p>Mailing dates are approximate and are subject to alteration without notice. The British Flute Society is unable to accept responsibility for delays in the delivery of the magazine.</p> <p>The British Flute Society reserves the right to refuse to print an advertisement. Advertisers and their agencies assume responsibility for the content of their advertisements and agree to indemnify the publisher from any and all claims and expenses arising therefrom.</p>	
Advertising queries	For further information and to discuss your advertising requirements, please contact the Advertising Manager.	
Contact details	<p>Editor Elisabeth Hobbs Magdalen Centre Robert Robinson Avenue Oxford OX4 4GA Tel: 07896 507229 editor@bfs.org.uk</p>	<p>Advertising Manager Anna Munks 27 Eskdale Gardens Purley, Surrey, CR8 1ET Tel: +44 (0)20 8668 3360 Fax: +44 (0)20 8668 3360 secretary@bfs.org.uk</p>



Top margin: 12.7 mm

Half page:
184.6 mm width x 123.3 mm height

Left margin:
12.7 mm

Gutter: 8 mm

Right
margin:
12.7 mm

Quarter page:
88.3 mm width x 123.3 mm height

Gutter: 8mm

Eighth page:
88.3 mm width x 57.65 mm height

Gutter: 8mm

Eighth page:
88.3 mm width x 57.65 mm height

Bottom margin: 12.7 mm