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## ADVERTISEMENT RATES 2021

### Terms

**Agency Commission: 10%. Payment must reach Simon Mounsey Ltd within 30 days nett of the date of invoice.**  
Orders placed by UK based companies are subject to VAT. VAT will be added to prices stated below at the standard rate (20%).  
Publication date: March 2021. Cancellations – 1 February 2021.

### Space Rates

Space rates		Price
Space	Size depth x width (mm)	Inclusive of Colour and Bleed
Full Page	210 x 148	£2,450
Front Cover	150 x 165	£4,900
Back Cover / Inside Front Cover	210 x 165	£3,300
Divider Card (Index or Appendix)	210 x 148 or 210 x 134	£3,600
Bookmark	Max: 180 x 80	£2,650 (Based on all materials being supplied)

### Special Positions

Guaranteed positioning facing a particular product entry	+20%
Positioning within Index or Appendix sections	+10%
Guaranteed left or right hand page	+10%
Any other guaranteed position	+10%

### Inserts

Loose inserts £1,400 Bound inserts £1,800 (Maximum weight 15g — £30 per gram extra over 15g)

### Mechanical Data

Presentation	A5: (210 x 148mm) Half Canadian Wiro Binding (binding width 12mm)
Bleed	Page: 216 x 154mm (allows 3mm at each edge) Index Divider Card: Refer to publisher Front Cover: 153 x 168mm (allows 3mm trim at foot and right hand edge) Inside Front and Outside Back Covers: 216 x 171 (allows 3mm trim at each edge) Inside Back Cover: 216 x 159 (allows 3mm trim at each edge) Note: for Outside Back Cover binding width is 25mm and for Inside Back Cover is 12mm

### Copy Requirements

Advertising material should be supplied as PDF (Adobe Portable Document Format) by email or using a large file transfer service. PDFs must be created taking careful account of the mechanical data above to avoid loss of integrity of copy in the binding process.

*No text or key graphical elements should be positioned within the binding width. This is the 12mm closest to the spine which will be punched to accommodate the wire binding.*

Crop marks should be placed on all bleed advertisements to indicate final trim size.

### Copy Date

Copy date for the 2021 edition is 8 February 2021.

**GRAPHIC WORK IS CHARGED EXTRA BY ARRANGEMENT**