

MOTOR BOATS

MONTHLY

www.mbmclub.com

£ STERLING ADVERTISEMENT RATES

with effect from November 2006

FOREIGN PAYMENT TERMS:

Listed below are the alternative methods of paying from abroad in addition to a credit account with IPC Media Ltd:

1. EUROCHEQUE

2. DIRECT BANK PAYMENT - IPC's bank details as follows: - National Westminster Bank Plc, Account Number: 97691283, Account Name: IPC Media Ltd, Sort Code: 60-00-01. All direct bank payments must be accompanied by a remittance advice slip, stating client's name and address, the magazine in which the advertisement is booked and the full amount payable.

3. CREDIT CARD - We accept various credit cards, Visa, Access, Mastercard and American Express. Please supply client's card number, card expiry date, cardholder's name and billing address.

| | Number of insertions | | |
|----------------------------------|----------------------|--------|--------|
| | 1 | 6 | 12 |
| DISPLAY FULL COLOUR | | | |
| Outside Back Cover | £3,523 | £3,248 | £3,171 |
| Inside Front Cover | £3,388 | £3,219 | £3,048 |
| Inside Back Cover | £3,310 | £3,144 | £2,979 |
| Double Page Spread Run of Paper | £5,432 | £5,173 | £4,927 |
| Double Page Spread Within Matter | £5,972 | £5,688 | £5,417 |
| Full Page Guaranteed Position | £3,121 | £2,973 | £2,831 |
| Full Page Run of Paper | £2,837 | £2,701 | £2,573 |
| Half Page Run of Paper | £1,818 | £1,731 | £1,649 |
| Half Page Guaranteed Position | £2,002 | £1,907 | £1,816 |
| Quarter Page | £983 | £936 | £891 |

| | Number of insertions | | |
|---|----------------------|--------|--------|
| | 1 | 6 | 12 |
| DISPLAY MONO | | | |
| Double Page Spread Run of Paper | £2,517 | £2,398 | £2,283 |
| Double Page Spread Within Matter | £2,777 | £2,644 | £2,519 |
| Full Page Run of Paper | £1,362 | £1,298 | £1,236 |
| Full Page Guaranteed Position | £1,500 | £1,429 | £1,360 |
| Half Page Run of Paper | £725 | £690 | £657 |
| Half Page Guaranteed Position | £798 | £759 | £724 |
| Quarter Page | £403 | £384 | £366 |
| Eighth Page | £244 | £233 | £222 |
| TWO COLOUR-Mono Rate plus 25%. THREE COLOUR-Mono Rate plus 50%. | | | |

| | Number of insertions | | |
|---|----------------------|--------|--------|
| | 1 | 6 | 12 |
| BROKERAGE COLOUR | | | |
| Full Page Colour | £1,815 | £1,729 | £1,647 |
| Half Page Colour | £1,100 | £1,048 | £998 |
| Quarter Page Colour | £640 | £609 | £581 |
| Brokerage Rates are Non-commissionable. | | | |

| | Number of insertions | | |
|--|----------------------|--------|--------|
| | 1 | 6 | 12 |
| BROKERAGE SPOT COLOUR | | | |
| Full Page | £1,236 | £1,177 | £1,120 |
| Half Page | £761 | £726 | £691 |
| Quarter Page | £424 | £403 | £384 |
| THREE COLOUR-Earned Mono Rate plus 50% | | | |

| | Number of insertions | | |
|--|----------------------|------|------|
| | 1 | 6 | 12 |
| BROKERAGE MONO | | | |
| Full Page | £969 | £923 | £879 |
| Half Page | £508 | £485 | £462 |
| Quarter Page | £278 | £265 | £252 |
| Note: Qualifications for series rate discounts can be a combination of mono and colour advertisements. Inserts accepted by arrangement. All rates are subject to the addition of VAT at the rate applicable on the date of insertion. | | | |

2007/8 PUBLISHING & COPY DATES.



| | ON SALE | DISPLAY | BROKERAGE | CONTENTS |
|---------------------|----------|---------|-----------|---|
| January 2007 | 21 Dec | 20 Nov | 23 Nov | London Boat Show Preview |
| February | 18 Jan | 15 Dec | 15 Dec | Motor Boat of the Year Awards |
| March | 15 Feb | 13 Jan | 19 Jan | London Boat Show Report |
| April | 15 Mar | 15 Feb | 20 Feb | Preparing for the Season - 50 tips |
| May | 19 April | 17 Mar | 21 Mar | 20th birthday issue + giant anchor test |
| June | 17 May | 17 Apr | 17 Apr | 50 great DIY ideas |
| July | 21 June | 19 May | 22 May | Irish special |
| August | 19 July | 19 June | 23 June | The best of UK cruising |
| September | 16 Aug | 14 July | 20 July | Southampton Boat Show Preview |
| October | 20 Sept | 18 Aug | 23 Aug | Used boat special |
| November | 18 Oct | 18 Sept | 21 Sept | Southampton Boat Show Report |
| December | 15 Nov | 13 Oct | 18 Oct | Christmas gifts/gear special |
| January 2008 | 20 Dec | 17 Nov | 20 Nov | London Boat Show Preview |

Note: Contents subject to change