

# MOTOR BOAT & YACHTING

www.mby.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.

### DISPLAY FULL COLOUR

	1	6	12
Outside Back Cover	£4,357	£4,157	£3,923
Inside Front Cover	£4,168	£3,956	£3,755
Inside Back Cover	£3,957	£3,755	£3,634
Double Page Spread Run of Paper	£6,999	£6,732	£6,464
Double Page Spread Within Matter	£7,578	£7,188	£6,843
Full Page Run of Paper	£3,615	£3,422	£3,254
Full Page Guaranteed Position	£4,128	£3,934	£3,721
Half Page Run of Paper	£2,312	£2,173	£2,051
Half Page Guaranteed Position	£2,653	£2,495	£2,374
Quarter Page	£1,236	£1,163	£1,091

### DISPLAY MONO

	1	6	12
Double Page Spread Run of Paper	£3,432	£3,232	£3,076
Double Page Spread Within Matter	£3,701	£3,509	£3,343
Full Page Run of Paper	£1,716	£1,633	£1,549
Full Page Guaranteed Position	£1,961	£1,871	£1,772
Half Page Run of Paper	£925	£880	£841
Half Page Guaranteed Position	£1,047	£1,003	£958
Quarter Page	£524	£484	£456
Eighth Page	£318	£300	£278

TWO COLOUR-Mono Rate plus 25%. THREE COLOUR-Mono Rate plus 50%.

### BROKERAGE COLOUR

	1	6	12
Full Page Colour	£2,056	£1,963	£1,852
Half Page Colour	£1,326	£1,267	£1,195
Quarter Page Colour	£848	£810	£764

Brokerage Rates are Non-commissionable.

### BROKERAGE SPOT COLOUR

	1	6	12
Full Page	£1,588	£1,540	£1,507
Half Page	£872	£839	£818
Quarter Page	£490	£468	£453

THREE COLOUR-Earned Mono Rate plus 50%

### BROKERAGE MONO

	1	6	12
Full Page	£1,335	£1,302	£1,265
Half Page	£743	£722	£699
Quarter Page	£409	£398	£388

**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
<b>January 2007</b>	7 Dec	7 Nov	13 Nov	London Boat Show Preview
<b>February</b>	9 Jan	4 Dec	4 Dec	Custom Yachting* Motor Boat of the Year Awards New Boats - Genoa
<b>March</b>	8 Feb	8 Jan	12 Jan	London Boat Show
<b>April</b>	8 Mar	8 Feb	12 Feb	Custom Yachting* New Boats - Dusseldorf
<b>May</b>	5 April	5 Mar	12 Mar	Mediterranean Special
<b>June</b>	3 May	3 Apr	10 Apr	Custom Yachting*
<b>July</b>	7 June	4 May	11 May	Summer Group Test Special
<b>August</b>	5 July	5 June	12 June	Custom Yachting*
<b>September</b>	2 Aug	2 July	6 July	Pre-season international Show Round-up
<b>October</b>	6 Sept	6 Aug	13 Aug	Custom Yachting* Southampton Boat Show Preview
<b>November</b>	4 Oct	4 Sept	10 Sept	Southampton Boat Show Report New Boats - Cannes
<b>December</b>	1 Nov	1 Oct	8 Oct	Custom Yachting*
<b>January 2008</b>	6 Dec	6 Nov	12 Nov	London Boat Show Preview

**Note:** Contents subject to change \*Bi-Monthly