

STAMP MAGAZINE MEDIA PACK



- Launched : 1934
- Cover price : £3.25
- Frequency : Monthly

Lively and informative, **Stamp Magazine** has become the fastest growing title in this highly aspirational sector of the leisure market.

'The history of the world on paper - that's as apt a description as I can find for stamps. Each month **Stamp Magazine** brings a truly global mix of the latest issues, stories behind classic issues from the past, plus news of rare stamps, prices reached at auction and shows around the world. Think of a subject and there'll have been a stamp about it - from Shakespeare to the Spice Girls, and molluscs to mammoths. Apart from their exquisite design the beauty of stamps is they can be bought by anybody for a few pence or for much more by connoisseurs.

Stamp Magazine is a quality production which offers expert advice and, alone amongst philatelic publications, features readers showing off and talking about their collections. It's accessible, colourful, highly informative and entertaining. We honestly believe there isn't a better stamp publication anywhere in the world.'

About our readers*

- 87% buy products advertised in the magazine
- Average value of their collection £14,600
- 63% own their own home outright
- Length of time as an active stamp collector - 19 yrs
- They spend £700 p.a. on their hobby
- Mean disposable income £29,000

CONTACTS

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RATE CARD

SIZE	TYPE AREA Depth (MM) Width (mm)	RATES PER INSERTION			
		1 insertion	4 insertions	6 insertions	12 insertions
FULL COLOUR					
Full Page	265mm x 181mm	£980	£965	£945	£910
Half Page Vertical	265mm x 88mm	£535	£520	£510	£480
Half Page Horizontal	131mm x 181mm	£535	£520	£510	£480
Quarter Page Vertical	131mm x 88mm	£320	£310	£305	£290
Eighth Page	64mm x 88mm	£195	£185	£180	£170
MONO					
Full Page	265mm x 181mm	£715	£695	£685	£645
Half Page Vertical	265mm x 88mm	£385	£375	£365	£345
Half Page Horizontal	131mm x 181mm	£385	£375	£365	£345
Quarter Page Vertical	131mm x 88mm	£205	£200	£195	£185
Eighth Page	64mm x 88mm	£120	£115	£110	£105
SPECIAL POSITIONS					
Inside Front Cover	265mm x 181mm	£1300	£1235	£1175	£1115
Inside Back Cover	265mm x 181mm	£1250	£1180	£1020	£980
Outside Back Cover	265mm x 181mm	£1350	£1285	£1220	£1170
1st Right Hand Page	Full Colour Only	£1100	£1050	£1000	£950
1st DPS	Full Colour Only	£2150	£2050	£1950	£1850

NOTE: Additional special positions on request will be subject to a 10% Premium of rate card

SPOT COLOUR (Cyan/Magenta) ADD 10% TO MONO RATES TWO COLOUR ADD 15% TO MONO RATES

GUIDE TO THE SPECIALISTS

MINI DISPLAY 25mm x 57mm	£33.00	£31.00	£28.00	£25.00
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PRODUCTION SCHEDULES

ISSUE	COPY DEADLINE	PUBLICATION DATE
JAN 2007	06 NOV 2006	14 DEC 2006
FEB 2007	24 NOV 2006	11 JAN 2007
MAR 2007	22 DEC 2006	08 FEB 2007
APR 2007	29 JAN 2007	08 MAR 2007
MAY 2007	01 MAR 2007	12 APR 2007
JUN 2007	28 MAR 2007	10 MAY 2007
JUL 2007	03 MAY 2007	14 JUN 2007
AUG 2007	04 JUN 2007	12 JUL 2007
SEP 2007	02 JUL 2007	09 AUG 2007
OCT 2007	03 AUG 2007	13 SEP 2007
NOV 2007	03 SEP 2007	11 OCT 2007
DEC 2007	01 OCT 2007	08 NOV 2007

Notes:

DISK DEADLINE IS FOR CD OR ISDN

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SPECIFICATIONS FOR ADVERTISEMENTS

PAGE SIZES

WHOLE PAGE	BLEED: 303mm x 216mm (w) TRIM: 297mm x 210mm(w) TYPE: 265mm x 181mm(w)
HALF PAGE	VERTICAL: 265mm x 88mm(w) HORIZONTAL: 131mm x 181mm (w)
QUARTER PAGE	VERTICAL: 131mm x 88mm(w) HORIZONTAL: 64mm x 181mm(w)
EIGHTH PAGE	64mm x 88mm(w)

DISCS

100/250 MB ZIP DISCS, 3.5" FLOPPY, COMPACT DISCS are all acceptable in Mac format. Discs must contain all high res pictures and fonts used in the advert.

SOFTWARE

QUARK EXPRES 4.1 or earlier, ADOBE PHOTOSHOP 5.5, ADOBE ILLUSTRATOR 8.0.1 are all acceptable in Apple Macintosh format. **All PDF FILES ARE ACCEPTABLE.** All ads must be **CMYK** colour separated.

FORMATS

Pictures and logos should be supplied in Photoshop or Illustrator as TIFF or EPS (binary encoded) files. Pictures must be a minimum of 300dpi. Pictures and logos must also be supplied as **CMYK** format, **NOT** RGB or JPEG (**unless clearly marked**).

P.C.

We can accept **text only (ASCII)** files in PC format. Any graphics must be saved as the above formats and **CMYK** separated. **Any other files originated by a PC are unusable!**

ARTWORK

Artwork must be supplied as a complete ad. ready for scanning, if there is any more production to be carried out in order to complete the ad. without prior agreement there will be a setting charge. All artwork supplied must be clear and in perfect condition for the best reproduction.

SETTING

All copy to be set must be typed or clearly hand written, all pictures and logos must be supplied in perfect condition ready to scan. A brief layout must be enclosed.

FILM

Positive Right Reading & Emulsion side down + cromalin colour guide, 133 screen. CMYK separated.

ISDN

ISDN to 020 8531 1028 and fax a hardcopy to 020 8726 8298, file names must be include Stamp mag and advertisers name. The ad. must include all high res pictures and fonts, and in CMYK format, NOT RGB or JPEG (unless clearly marked).

PLEASE NOTE: We only use ISDN Manager 4 sight which is not compatible with any other software.