

RATES & DATA

HEALTHCARE BUSINESS

Size		Series discount 3 issues	Series discount 6 issues	Series discount 10 issues
Double page spread	2500	5%	10%	15%
Full page	1400	5%	10%	15%
Half page vertical	800	5%	10%	15%
Half page horizontal	800	5%	10%	15%
Quarter page vertical	500	5%	10%	15%
Quarter page horizontal	500	5%	10%	15%
Eighth page	300	5%	10%	15%
Agency commission 10%				

Special positions

Front page solus	1000	5%	10%	15%
Outside back	1600	5%	10%	15%
Inside front	1500	5%	10%	15%

Classified £15 per scc (column width 49mm, 2 columns 103mm, 3 columns 156mm, 4 columns 209).

Promotional editorial and colour pictures £100 minimum size 5cm x 6cm (@300dpi) and 150 words.

Double page spread	Type area 273 x 399 (inc. gutter)	Bleed 303 x 426	Trim 297 x 420
Full page	Type area 273 x 189	Bleed 303 x 216	Trim 297 x 210
Half page vertical	Type area 273 x 93		
Half page horizontal	Type area 135 x 189		
Quarter page vertical	Type area 135 x 93		
Quarter page horizontal	Type area 66 x 189		
Eighth page horizontal	Type area 67 x 93		
Front page solus	Type area 61 x 186		

All sizes in mm, Depth x Width

Artwork Specification

We can accept files in the following formats:

- Print or Press Optimised PDF, all fonts embedded.
- QuarkXPress to version 7.0 (all fonts, graphic and image files must be included, all CMYK, all 300dpi).
- Adobe Illustrator CS3 v13.0 or earlier (CMYK with all fonts converted to paths).
- Photoshop CS3 to v10.0 (CMYK, 300dpi, all fonts rasterised).

- We do not accept complete artwork in other formats, for example Microsoft Word, Publisher or Powerpoint – text only may be supplied using Word.

Artwork can be supplied on Macintosh-readable CD or by email where PDF format is used or where the total file size in one of the other formats is below 10Mb.

Where possible, a hard copy proof should be provided for checking purposes.

Copy Deadline 14 days prior to publication date.