

INSERT RATES 2012

in Pounds Sterling (excluding VAT for UK advertisers)

FOR INSERTS UP TO 20g	
Full Run (12,000)	£1,764
Europe (2,000)	£470
North America (3,100)	£680
UK Only (4,000)	£790

FOR INSERTS OVER 20g ADD:	
Full Run	£20.25p/g
Europe	£10.20p/g
North America	£8.90p/g
UK Only	£5.20p/g

INSERT SPECIFICATION

Inserts must be clearly marked [title of magazine, issue date of magazine, name of insert, supplier of insert] and sent to the following address:

Pitney Bowes International Mail Services,
Units 6 – 8 Waterway Business Park,
Swallowfield Way,
Hayes UB3 1EY,
United Kingdom

SPECIFICATIONS

200mm (w) x 285mm (h) – (Please note this is smaller than A4)
Maximum pagination 32pp
Maximum weight 80g

Copy of the insert needs to be sent to The Strad office prior to placement into the magazine.