



## GREAT NORTHERN PUBLISHING

*The Award Winning Home of Quality Publishing in Yorkshire*

# The GREAT WAR

## ADVERT RATES

Price shown is full all-in price - there are no extras to pay.

ALL ENQUIRIES SHOULD BE ADDRESSED TO:

Mark Marsay - Editor  
The Great War Magazine, PO Box 202, Scarborough, North Yorkshire. YO11 3GE  
Tel: 01723 581329 ~ Fax: 01723 581329  
E-mail: books@greatnorthernpublishing.co.uk

### TRADE RATE CARD.

Rates Apply From 1st June 2010.

All advertising is accepted on a pre-paid basis only.

No advertising or insertions will be undertaken until payment has cleared the banking system.

Unlike most other magazines published in the UK, 'The Great War' is funded by its subscribers, and not by advertising revenue. This ensures that our advertising rates are kept low, but also means that space is extremely limited.

The Great War is sold by subscription only and published bi-monthly in the first full week of September (start of our subscription year), November, January, March, May and July.

Our advert design service is free of charge.

### LARGE DISPLAY ADVERT SIZES

(showing maximum print area sizes - priced per single issue insertion)

Back cover - not available

Inside front cover - mono - full page - 182mm x 118mm - £800

Inside back cover - not available

Full page - mono - 182mm x 118mm - £720

Half page - mono - (portrait) 182mm x 57mm - £360

Half page - mono - (landscape) 118mm x 90mm - £360

Quarter page - mono - 90mm x 57mm - £180

COLUMN DISPLAY ADVERT - 1 - Full Third Page - mono - (portrait) 182mm x 38mm - £180

COLUMN DISPLAY ADVERT - 2 - Half Third Page - mono - (portrait) 90mm x 38mm - £120

COLUMN DISPLAY ADVERT - 3 - Quarter Third Page - mono - (portrait) 44mm x 38mm - £60

### CLASSIFIED - TEXT ONLY

Priced at 50p per word. Hyphenated words count as 2 words. Telephone number - 1 word. Fax number - 1 word.

E-mail and websites charged at 50p each. \* Minimum order charge of £10.00.

The publisher reserves the right to refuse or to cancel any advert deemed unfit or unsuitable for insertion.

Whilst every effort is made to ensure accuracy, no liability is accepted for any incorrect entries or errors.

BLOCK BOOKING DISPLAY DISCOUNTS - 50% Discount for Block Booking of 6 Adverts.

(Note: we do not offer discounts on Text Only Classified Adverts.)

### NOTE: MAILING INSERTS

(flyers - leaflets - brochures)

We do occasionally accept material for insertion with our subscriber mailings. Please contact us for details.

Guide price - Single A4 sheet, folded to A5 for insertion, priced @ 10 pence each.

50% Discounts are available to regular advertisers only - we do not offer discounts for one-off clients.

### NOTE: MAILING & SUBSCRIBER LISTS

We do not sell or hire our mailing or subscriber lists.