

Advertising Formats and Rates for the Sonning Common Magazine as from June 2018

Page Size	Width (mm)	Height (mm)	Single Issue	Six Issues (25% discount)	
1/16	85	31.5	£22	£100	5% Back Page Supplement**
1/8	85	67.5	£39	£175	£185
1/4 landscape	176.5	67.5	£72	£325	£340
1/4 portrait	85	139.5	£72	£325	£340
1/2	176.5	135	£136	£612	£642
Full	194.5	281.5	£275	£1210	N/A

** if available

New adverts can either be supplied in 'print ready' format i.e. a high resolution (300 dpi) jpeg or pdf file of the required size. When supplying a pdf file all fonts should be converted to outline. Please note that experience has shown that a scanned file/image is not of high enough quality to meet our print requirement.

OR

We can produce a basic two colour, text only, boxed advert up to ¼ page from text provided at no charge.

OR

Advertisers can use the services of the magazine's professional designer using text/ideas/images/logos provided for a one-off cost based on the work required.

The 2018/19 advertising copy deadlines for 'print ready' files are as below:

- Tuesday 1 May for June/July issue
- Monday 2 July for Aug/Sept issue
- Monday 3 Sept for Oct/Nov issue
- Thursday 1 Nov for Dec/Jan issue
- Wednesday 2 Jan for Feb/March issue
- Friday 1 March for April/May Issue

However, earlier notification to reserve the appropriate advertising space is recommended in case the advertising page quota for any issue is exceeded.

General Information

The Sonning Common Magazine is run as a 'not-for-profit', community publication by a team of volunteers. It is published bi-monthly (six issues per year) and distributed free of charge to around 2000 households in the Sonning Common area.

To view our current issue and back copies on line please go to www.sonningcommonmagazine.org

The Sonning Common Magazine was judged the overall winner in the National Parish Magazine Award Competition for 2017