

Advertising Rates

Special Positions

Front Cover ½ Gatefold	£9751
3 page gatefold	£9001
Polywrap	£7001
Bellyband (space additional)	£6001

Front Cover	£7001
Inside Front Cover	£3395
Inside Back Cover	£3395
Outside Back Cover	£3501
First RHP	£3395
Second RHP	£3351
Third RHP	£3295
First /Centre DPS	£6501

Basic Rates

Full Page	£3201
Double Page Spread	£6301
Half Page Mini DPS	£4601
Half Page	£2451
Quarter Page	£1601

Classified (per scdm) £20



Inserts for Asian Trader

49,626 A4 printed in full colour on 135 gsm paper both sides giving two pages. Inserted with Asian Trader
Special package price £4,951

A3 folded to A4 giving four pages. Printed in full colour throughout on 135 gsm.
Inserted with Asian Trader
Special package price £6,251

Inserts, Gatefolds, Tip-ons, POS packs, Direct Mail available.
Price on request.

Technical Specifications

Front Cover:

Bleed 230 x 213mm
Trim 227 x 210mm

DPS:

Bleed 303 x 426mm
Trim 297 x 420mm
Type 280 x 400mm

Full page:

Bleed 303 x 216mm
Trim 297 x 210mm
Type 280 x 195mm

Half page spread:

Bleed 151 x 426mm
Trim 148 x 420mm
Type 140 x 400mm

Half page (Horizontal):

Bleed 151 x 216mm
Trim 148 x 210mm
Type 140 x 195mm

Half page (Vertical):

Bleed 303 x 108mm
Trim 297 x 105mm
Type 280 x 93mm

Copy Deadline

3 weeks prior to publication date

Electronic Specifications

jpeg or pdf files
(fonts embedded) for PC
Colour proof required.
email ads to at@studio.amg.biz



Terms and conditions

- All rates are exclusive of VAT
- Bleed 10% extra
- Rates do not include charges for colour separations.
- Agency 10% Commission payable to registered advertising agencies.
- Any other special positions guaranteed only if 10% extra paid and confirmed in writing by Asian Trader.
- No other positions can be guaranteed.
- Payment Terms: 15 days from date of invoice (2% interest per month will be charged on overdue accounts)
- Full terms and conditions available on request.

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Contact



Your route to market