



## Advertising Rates

### Special Positions

Front Cover	£4901
Inside Front Cover	£3351
Inside Back Cover	£3351
Outside Back Cover	£3351
First Rhp	£3351
Second Rhp	£3251
First /Centre Dps	£5801

### Basic Rates

Full Page	£3001
Double Page Spread	£5501
Half Page	£2001
Half Page Dps	£3751
Quarter Page	£1301

Classified (Per Scm) £20

Inserts, Gatefolds, Tip-Ons, Pos Packs, Direct Mail Available.

Prices On Request.



## Technical Specifications

### Front Cover:

Trim 200 x 130 mm

### 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

### Film Specifications:

Positive films, right reading, emulsion side down. Colour Screen 133.

Cromalin required.

### Electronic Specifications

jpeg or pdf files

(fonts embedded) for PC

Colour proof required.

email ads to [studio@pharmacy.biz](mailto:studio@pharmacy.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 Pharmacy Business.
- 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.

### United Kingdom

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Contact

Your route to market