

THE BRAND

STAMP
MAGAZINE™



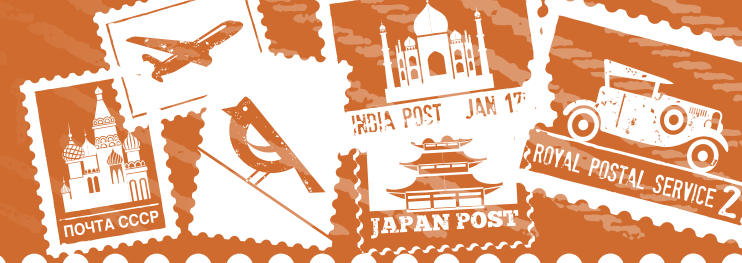
MEDIA PACK 2016

Media information and specifications

Accessible, informative and entertaining, Stamp Magazine is the world's best philatelic publication, giving its enthusiastic and well-informed readers all the help they need to get the most out of their hobby.

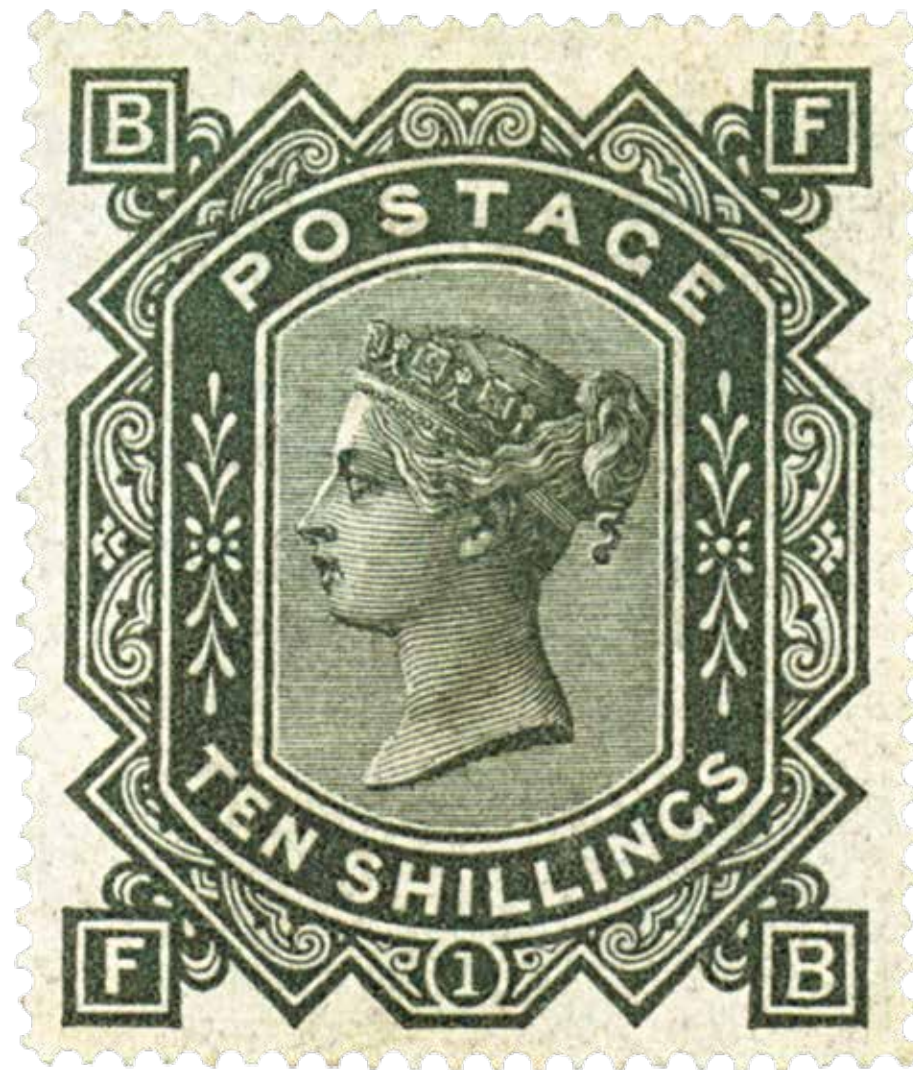
Stamp Magazine carries news of the latest issues, and the inside stories behind classic issues. Details of spectacular lots at auction, and advance information about forthcoming events in Britain and around the world. Tips for experienced collectors, and advice for novices. Features on historic stamp-issuing countries, and guides to popular themes.

THE MAGAZINE



We seek out the most authoritative and entertaining writers, and employ a team of experts to resolve readers' queries. We ask knowledgeable columnists to put forward their opinions, and provide a forum for our readers to say what they think.

A dedicated GB section keeps British collectors fully up to date with the latest stamps, covers and varieties. But our coverage is worldwide and all-encompassing: from the great rarities to modern commemoratives, and from the world-famous Penny Black to unheralded cinderellas.

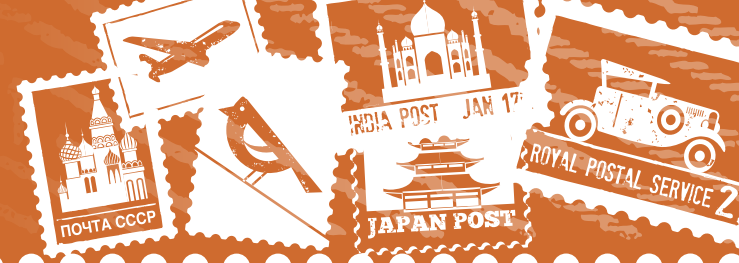
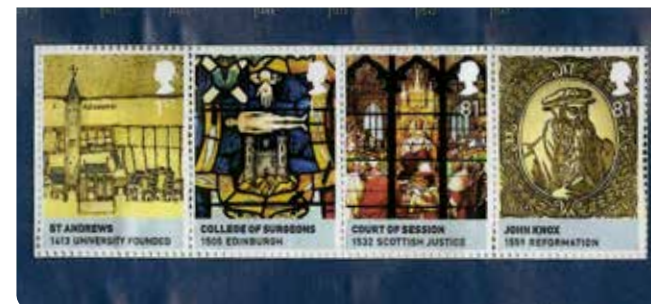


OUR READERS

- 82% consider this their first-choice philatelic magazine
- 87% buy products advertised in the magazine
- Many spend more than £1,000 per year on their hobby
- The average reader's collection is valued at over £15,000
- A majority of readers fall into the A, B, C1 demographic
- They've been collecting for an average of more than 20 years

STATISTICS

- Launched 1934
- 12 issues a year
- Cover price: £3.95
- Stockists: WHSmith, Tesco, independents



WHY ADVERTISE?

Advertising is one of the biggest monthly expenditures a business can make, so it is important that you get it right.

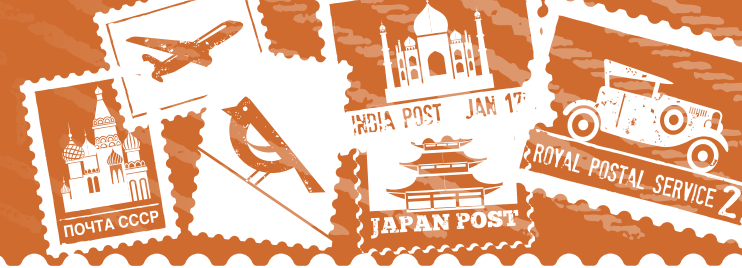
You need to choose the right magazine to advertise in, the ideal campaign for your business, the appropriate type of advertisement to get your message across as cost-effectively as possible, and the right team to help you fulfil your needs.



Let us help you by sharing with you our wealth of knowledge of the philatelic industry to make your advertising as effective as possible. The advertising team at Stamp Magazine are committed to ensuring your needs and expectations are met.

Advertising space is competitively priced and available for series bookings. There are other promotional opportunities such as subscription gifts, reader giveaways, competitions and cover mounts.

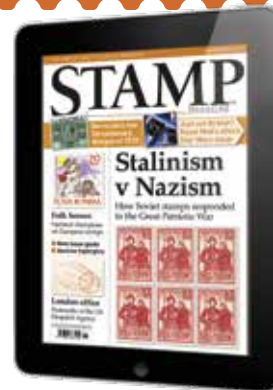
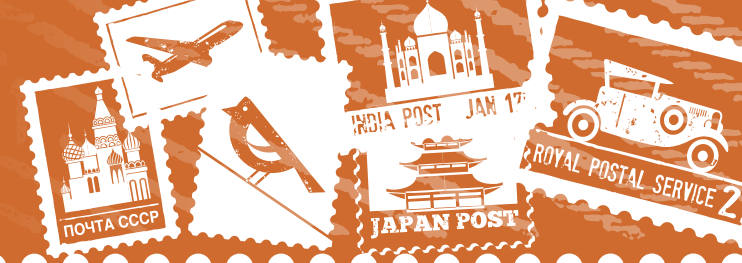


THE BENEFITS OF ADVERTISING IN STAMP MAGAZINE



-  A magazine purely dedicated to philately, targeting enthusiastic philatelists only
-  Available on newsstands throughout the UK, Europe, The Americas, Australasia and the Far East
-  A worldwide subscription base and digital editions reaching collectors in their homes
-  A vast range of advertising options, including display, classified and sponsorship
-  An A, B and C1 demographic readership
-  Monthly features on GB, Commonwealth, European, worldwide and thematic subjects, and a monthly auction review
-  A highly experienced and dedicated advertising team putting your business first
-  Part of the MyTimeMedia group consisting of magazines, e-commerce and community websites
-  An established name in philately for more than 80 years





Stamp Magazine's website has full reviews of all Great Britain stamp issues, published just in advance of the issue date, along with reference features on classic British and Commonwealth stamps. Our forum is a free conduit for readers to exchange opinions and information about any philatelic interest.

All issues are now available as downloadable editions for all android formats.



PRINT CONCEPTS & DIGITAL OFFERINGS

PRINT CONCEPTS

-  Inserts
-  Catalogues/ Brochures
-  Covermounts
-  Subscription Gifts
-  Competitions/ Giveaways

WEB BANNERS

Main Banner (top of the page)

£200 per month - Size: 128 X 90 pixels

Web Buttons

£100 per month - Size: 288 X 125 pixels



FOR PRICING PLEASE CONTACT:

Jay Jones - Advertising Sales Consultant
email: jay.jones@mytimemedia.com



RATE CARD

STAMPTM MAGAZINE

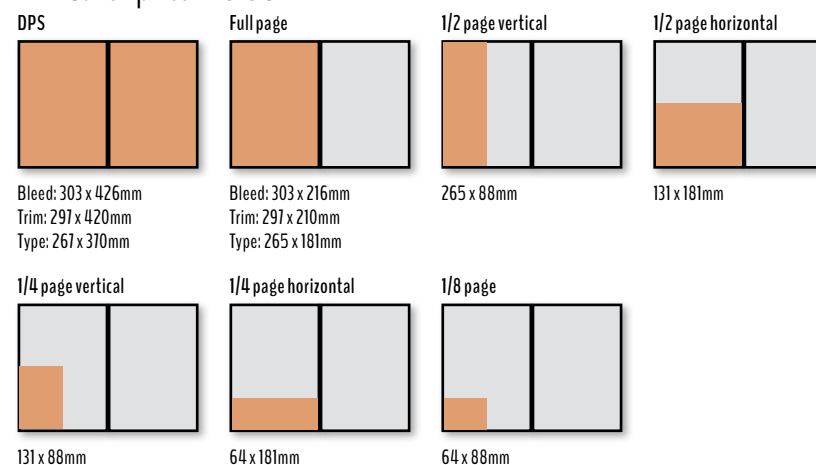
DISPLAY	FULL COLOUR RATES PER INSERTION			
	1 issue	4 issues	6 issues	12 issues
DPS	£1800	£1775	£1740	£1670
Full Page	£980	£965	£945	£910
Half Page ver.	£535	£520	£510	£480
Half Page hor.	£535	£520	£510	£480
1/4 Page ver.	£320	£310	£305	£290
1/8 Page	£195	£185	£180	£170
Classified	£34	£32	£29	£27
IFC	£1300	£1235	£1175	£1115
IBC	£1250	£1180	£1020	£980
OBC	£1350	£1285	£1220	£1170

DISPLAY	MONO RATES PER INSERTION			
	1 issue	4 issues	6 issues	12 issues
Full Page	£715	£695	£685	£645
Half Page ver.	£385	£375	£365	£345
Half Page hor.	£385	£375	£365	£345
1/4 Page ver.	£205	£200	£195	£185
1/8 Page	£120	£115	£110	£105

ALL RATES ARE EXCLUSIVE OF VAT

SPECIFICATIONS

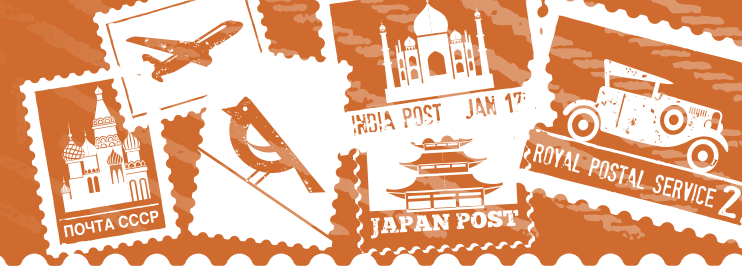
- Format: Full-colour magazine
- Average issue size: 132 pages
- Frequency: 12 issues per year
- Cover price: £3.95



CLASSIFIED	RATES PER INSERTION			
	1 issue	4 issues	6 issues	12 issues
25mm x 1 column	£34	£32	£29	£27
50mm x 1 column	£68	£64	£58	£54

WEB PAGE LISTING	RATES PER INSERTION			
	1 issue	4 issues	6 issues	12 issues
	£30	£27	£22	£20

STAMP MAGAZINE 2016 PRINT DEADLINES










STAMP MAGAZINE™




ISSUE	ON SALE DATE	PRINT DEADLINE
JANUARY 2016	10 DECEMBER 2015	THURSDAY 19 NOVEMBER 2015
FEBRUARY	14 JANUARY 2016	FRIDAY 11 DECEMBER 2015
MARCH	11 FEBRUARY 2016	THURSDAY 21 JANUARY 2016
APRIL	10 MARCH 2016	THURSDAY 18 FEBRUARY 2016
MAY	14 APRIL 2016	THURSDAY 24 MARCH 2016
JUNE	12 MAY 2016	THURSDAY 21 APRIL 2016
JULY	9 JUNE 2016	THURSDAY 19 MAY 2016
AUGUST	14 JULY 2016	THURSDAY 23 JUNE 2016
SEPTEMBER	11 AUGUST 2016	THURSDAY 21 JULY 2016
OCTOBER	8 SEPTEMBER 2016	THURSDAY 18 AUGUST 2016
NOVEMBER	13 OCTOBER 2016	THURSDAY 22 SEPTEMBER 2016
DECEMBER	10 NOVEMBER 2016	THURSDAY 20 OCTOBER 2016
JANUARY 2017	8 DECEMBER 2016	THURSDAY 17 NOVEMBER 2016
FEBRUARY	12 JANUARY 2017	FRIDAY 9 DECEMBER 2016

RATE CARD

EXTRAS

-  Loose inserts: Rates on application
-  Bound inserts: Rates on application
-  Bagged inserts: Rates on application
-  Cancellation: During a series, cancellation will result in a surcharge on all previous insertions, bringing the total cost of each advertisement to the appropriate rate. Any cancellation must be received in writing 6 weeks prior to print deadline
-  Guaranteed facing editorial: 10% extra
-  Bleed: 10% extra
-  Spot colour: £100 per page (Publisher's choice)

NOTES

-  Advertising cancellations must be sent in writing 6 weeks prior to print deadline.
-  Inserts info: Quotes for inserts available on request.
-  Publication dates: See publication schedules

PRODUCTION INFORMATION

-  FILES: PDF, JPGs, TIFFs.
-  GRAPHICS: Resolution 300dpi

Type area: 265 x 181mm

Final trim area: 297 x 210mm

Bleed area: 303 x 216mm

CONTACT

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