

Be seen in the market leading magazine!



10,558 average net
circulation Jan – Dec 2016

Delivering quality buyers for your products and services

We are confident HVR will deliver the right audience for your advertising message.

HVR is the only magazine in the market* to invest in the coveted ABC Profile – the independent Audit Bureau of Circulation's most rigorous audit and the only one giving advertisers the benefit of a detailed circulation breakdown – so you know who makes up our circulation and what they are responsible for.

*ABC website

Display advertising rates (All prices exclusive of VAT)

	1	3	6	9	12
Full page	£1,800	£1,730	£1,660	£1,590	£1,450
Half page	£1,184	£1,145	£1,105	£1,066	£988
Quarter page	£806	£785	£765	£745	£705
Double page spread	£2,920	£2,860	£2,795	£2,730	£2,670
Half page spread	£2,000	£1,795	£1,710	£1,650	£1,595
Half page gate posts	£1,184	£1,145	£1,105	£1,066	£988

Inserts

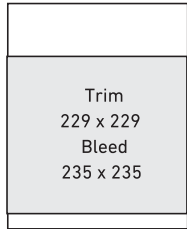
- Up to 10g full run, £115 per thousand
- Up to 10g split run, £125 per thousand
- 11g and above: price on application
- Bound inserts: price on application

Booking Information

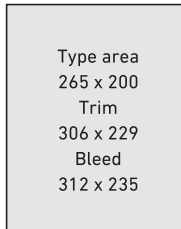
To book your display advertising contact:
Sharon Holloway
+44 (0)1622 699166 email sholloway@datateam.co.uk

To book your classified advertising call:
+44 (0)1622 699113

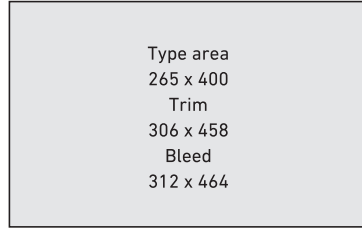
Mechanical data All measurements depth x width in mm



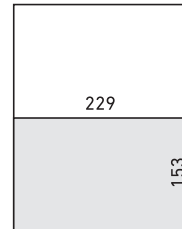
Front Cover



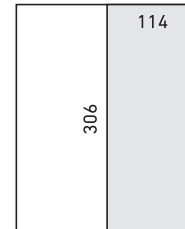
Full page



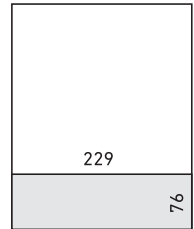
Double page spread



Half page horizontal



Half page vertical



Quarter page horizontal

Advertising copy specifications

Open documents

- Originated in Mac versions of:
- QuarkXpress, Adobe Illustrator, Adobe Photoshop
- We cannot accept Word, PowerPoint or Publisher documents

Colour

- Colour must be CMYK
- No RGB colours
- No spot colours
- No embedded ICC profiles

Fonts

- All fonts must be supplied
- Mac fonts only
- No PC fonts
- Fonts used in Illustrator eps documents must be converted to paths
- Fonts used in layered Photoshop documents must be rasterised

Images/logos

- File formats: tiff, eps, jpeg
- Images to be at least 300dpi at 100% (size used in ad)
- All fonts to be included. True Type fonts preferred

PDFs

- Before creating a PDF, ensure your document complies with the above colour, font and resolution specs
- Distilled using Acrobat 4 or higher
- Highest quality compression
- Pictures placed in document must be tiff 3mm bleed
- Include crop marks

When checking your PDF click on 'Overprint Preview' to check that all information appears.

File naming protocol

All e-mails must be given a file name indicating the magazine/client/issue.

Delivery

Files under 6Mb can be e-mailed directly to Kirsty Hood in our Production Department: khod@datateam.co.uk

For files larger than 6MB, please contact the Production Department for FTP details on 01622 607967.