

## Be seen in the market leading magazine!

Delivering quality buyers for your products and services

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

### 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

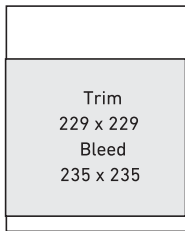
- Up to 10g full run, £115 per thousand
- Up to 10g split run, £125 per thousand
- 11g and above: price on application
- Bound inserts: price on application

### Booking Information

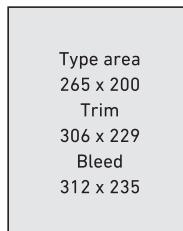
To book your display advertising contact:  
 Sharon Holloway  
 +44 (0)1622 699166 email [sholloway@datateam.co.uk](mailto:sholloway@datateam.co.uk)

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

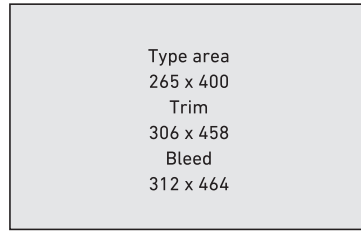
## Mechanical data All measurements depth x width in mm



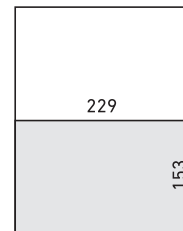
Front Cover



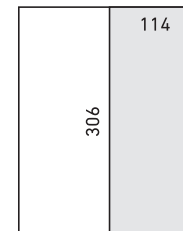
Full page



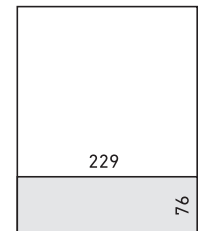
Double page spread



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: [khoo@datateam.co.uk](mailto:khoo@datateam.co.uk)

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