

# Kew

MAGAZINE



Kew's mission is to inspire and deliver science-based plant conservation worldwide, enhancing the quality of life

## PUBLICATION DATES

	ON SALE
Spring 2010	3 March
Summer 2010	22 May
Autumn 2010	9 September
Winter 2010	25 November

## COPY DEADLINES

6 February
1 May
14 August
16 November

## SIZES

### Double page spread

Trim = 300 × 458mm // Bleed = 306 × 464mm

### Full page

Trim = 300 × 229mm // Bleed = 306 × 232mm

Type area = 262 × 189mm

### Half page

Horizontal = 129 × 189mm // Vertical = 262 × 92mm

### Quarter page

Vertical = 129 × 92mm

## ADVERTISEMENT RATES

	COLOUR	MONOCHROME
Double page spread	£4125	-
Full page run of paper	£2255	-
Half page	£1350	£1020
Quarter page	£600	£540
Outside back cover	£2400	-
Inside back cover	£2150	-
Inside front cover	£2255	-
Agency commission	10%	-

## LOOSE INSERTS

£60 per '000 for an insert weighing no more than 8gms, prices for heavier inserts on application

## DELIVER LOOSE INSERTS TO:

### Phil Honey

(Kew Magazine Inserts)  
St Ives (Roche) Ltd  
Victoria Business Park  
Roche  
St Austell  
Cornwall PL26 8LX

## PRINTING PROCESS

- Web offset
- Artwork preferred method PDF
- Alternatively: Send Quark file /All fonts /All images
- (.004", hard dot) with Cromalin or similar to Euro standard
- Screen: mono 150, colour 150

## TERMS

- Payment within 30 days from date of invoice
- VAT charged at current rate
- Cancellation 12 weeks prior to publication
- Full terms and conditions available on request

## ADVERTISEMENT SALES

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## CIRCULATION

36,043 (2008-2009)

