



GREAT NORTHERN PUBLISHING

The Award Winning Home of Quality Publishing in Yorkshire

The GREAT WAR

ADVERT RATES

Price shown is full all-in price - there are no extras to pay.

ALL ENQUIRIES SHOULD BE ADDRESSED TO:

Mark Marsay - Editor
The Great War Magazine, 307 Eastway, Scarborough, North Yorkshire. YO11 3QY
Tel: 01723 581329 ~ Fax: 01723 581329
E-mail: books@greatnorthernpublishing.co.uk

TRADE RATE CARD.

Rates Apply From 1st May 2012.

All advertising is accepted on a pre-paid basis only.

No advertising or insertions will be undertaken until payment has cleared the banking system.

Unlike most other magazines published in the UK, 'The Great War' is funded by its subscribers, and not by advertising revenue. This ensures that our advertising rates are kept low, but also means that space is extremely limited.

The Great War is sold by subscription only and published bi-monthly in the first full week of September (start of our subscription year), November, January, March, May and July.

Our advert design service is free of charge.

LARGE DISPLAY ADVERT SIZES

(showing maximum print area sizes - priced per single issue insertion)

Back cover - not available

Inside front cover - mono - full page - 182mm x 118mm - £400

Inside back cover - not available

Full page - mono - 182mm x 118mm - £300

Half page - mono - (portrait) 182mm x 57mm - £150

Half page - mono - (landscape) 118mm x 90mm - £150

Quarter page - mono - 90mm x 57mm - £75

COLUMN DISPLAY ADVERT - 1 - Full Third Page - mono - (portrait) 182mm x 38mm - £80

COLUMN DISPLAY ADVERT - 2 - Half Third Page - mono - (portrait) 90mm x 38mm - £40

COLUMN DISPLAY ADVERT - 3 - Quarter Third Page - mono - (portrait) 44mm x 38mm - £20

CLASSIFIED - TEXT ONLY

Priced at 30p per word. Hyphenated words count as 2 words. Telephone number - 1 word. Fax number - 1 word.

E-mail and websites charged at 30p each. * Minimum order charge of £10.00.

The publisher reserves the right to refuse or to cancel any advert deemed unfit or unsuitable for insertion.

Whilst every effort is made to ensure accuracy, no liability is accepted for any incorrect entries or errors.

BLOCK BOOKING DISPLAY DISCOUNTS - 50% Discount for Block Booking of 6 Adverts.

(Note: we do not offer discounts on Text Only Classified Adverts.)

NOTE: MAILING INSERTS

(flyers - leaflets - brochures)

We do occasionally accept material for insertion with our subscriber mailings. Please contact us for details.

Guide price - Single A4 sheet, folded to A5 for insertion, priced @ 20 pence each.

50% Discounts are available to regular advertisers only - we do not offer discounts for one-off clients.

NOTE: MAILING & SUBSCRIBER LISTS

We do not sell or hire our mailing or subscriber lists.

The GREAT WAR

*The little magazine dedicated to the Great War
and to those who perished and those who returned*

The Great War magazine (1914-1918) was launched to much acclaim in September 2001 in response to requests for a publication which was dedicated to the men and women of all nationalities who served in that conflict. Originally published quarterly, it went into bi-monthly production in September 2003.

The magazine has an open-door editorial policy and steers clear of lofty academic and dry scholarly work. The ethos of the magazine is simply to tell the stories of those who served, on all fronts; the aim, to record and remember those who might otherwise be forgotten or passed over.

The 76-page, A5 magazine features the personal stories, diaries, memoirs, letters and poetry of the men and women (of all nationalities) who served between 1914 and 1918, those who perished and those who survived, and their families. No subject or area of the war is excluded. One of the most popular features has been the 'Roll of Honour' page, on which subscribers record the names of those they wish to be remembered, whether they died in action, or at home after the war.

Alongside details of the contents of each issue, our website also features dozens of letters of praise and good wishes for the magazine. The magazine may be small, but it is a labour of love for those concerned and is our way of 'keeping faith' with those who can no longer speak for themselves. Together with our readers, we tell their stories. You will not find lengthy editorials or fancy, long-winded articles in the magazine.

This is the magazine that those with an interest in the Great War and their family history have been waiting for, one which tells the story from the aspect of those who served and the families who remember them.

Among the unique selling points of this publication are that it is only sold to subscribers, so our readership has a dedicated interest in the subject matter, and also that it is not sold 'retail', which means we do not have a 'sale or return' policy which requires unsold copies from each issue's print run to be pulped. In fact the majority of our subscribers also purchase binders and build their collections by purchasing back issues (thus providing longevity for advertisers).

GENERAL TERMS:

All advertising must be pre-paid. Please make cheques payable to 'Great Northern Publishing'. We also accept credit and debit card orders - Visa, Mastercard, Maestro, Switch - and payment by BACS or direct bank transfer.

Display Adverts are boxed with a 0.5mm rule. Although we accept camera-ready b/w artwork, we prefer to create basic display adverts in-house - FREE OF CHARGE. Typewritten copy is sufficient for us to create adverts in-house. Background tints, images, type reversal etc., can be added if requested (with or without box rule) for such adverts. If in doubt, please contact us to discuss your requirements at the time of booking as we may require you to supply material in a particular format on disc (PC not Mac), or as suitable artwork. We also accept adverts and illustrations in TIFF, JPEG and PDF file formats.

All adverts must conform to the guidelines and sizes given. Advertisers are advised to book early and as far in advance of chosen publication date as possible as available space is extremely limited. We advise all advertisers to contact us prior to making and paying for a booking in order to check available space.

Although all reasonable steps are taken to ensure accuracy, neither Great Northern Publishing nor 'The Great War' magazine accept liability for incorrect entries, errors, acts or omissions in adverts placed in the magazine. Advert proofs will be sent to named contacts on request prior to publication.

The magazine does not accept advertising for 'illegal' products or material, or from advertisers who do not supply a full postal address and telephone (land line - not mobile) contact number - these do not have to appear in the advert. A fully detailed invoice will be issued on acceptance.

GENERAL INFORMATION:

Now firmly established as the UK's premier niche market magazine on 'The Great War'.

Launched in September 2001 as a quarterly publication.

Entered bi-monthly production in September 2003.

85% of subscribers are male, couples or families.

15% of subscribers are female.

100% of subscribers enjoy our editorial style and approach.

100% of subscribers have a keen interest in the Great War and related subjects including books, videos, tours, etc.

91% of subscribers are based in the UK.

We are currently targeting over 15,000 potential new subscribers through a direct mailing, leafletting and selective advertising campaign.

Over 70% of subscribers are currently undertaking research.

9% of subscribers are located overseas, mainly in English speaking countries and Europe, although this number is continuing to rise.

Advertising space is extremely limited and we advise potential advertisers to book early.

If you do not wish to advertise at this time, please keep this information for future use.

Advertising rates are usually set in April each year ready for the next year's issues.

To advertise in this publication please see the full contact details overleaf.

We retain the right to refuse any advertising we feel does not fit our theme or our aims.