

TheMover

ADVERTISING RATE CARD 2018

Advertisement prices

DISPLAY	£	US\$	£	US\$	£	US\$
	1 – 4 insertions		5 – 8 insertions		9 – 12 insertions	
Full page	£945	US\$1385	£920	US\$1345	£895	US\$1310
Half page	£600	US\$880	£585	US\$855	£570	US\$835
Quarter page	£345	US\$505	£335	US\$490	£325	US\$475
Quarter page single column	£345	US\$505	£335	US\$490	£325	US\$475
Two column square	£260	US\$380	£250	US\$365	£240	US\$350
Four by one	£260	US\$380	£250	US\$365	£240	US\$350
Three by one	£200	US\$295	£190	US\$275	£180	US\$260
Inside front cover	£1155	US\$1690	£1125	US\$1645	£1095	US\$1600
Outside back cover	£1210	US\$1770	£1175	US\$1720	£1145	US\$1675
Centre spread	£1470	US\$2150	£1435	US\$2100	£1395	US\$2040
CLASSIFIED	£	US\$	£	US\$	£	US\$
Lineage – up to 20 words	FREE	FREE	n/a	n/a	n/a	n/a
Semi-display – per column centimetre	£25	US\$35	n/a	n/a	n/a	n/a
Vehicle for sale box	£190	US\$280	n/a	n/a	n/a	n/a
Box number for confidential responses	£30	US\$45	n/a	n/a	n/a	n/a
INSERTS	£	US\$	£	US\$	£	US\$
Loose inserts (per 1000 A4 supplied)	£160	US\$235	n/a	n/a	n/a	n/a
MARKETPLACE*	£	US\$	£	US\$	£	US\$
	3 months		6 months		12 months	
1 unit colour	£150	US\$220	£300	US\$440	£525	US\$770
1 unit mono	£120	US\$175	£220	US\$320	£420	US\$615

* Marketplace advertisements are booked per unit or multiples thereof, and run for a minimum of 3 months. 1 unit measures 30mm (height) x 60mm (1 column).

E-mail adverts@themover.co.uk or contact Nikki Gee on +44 (0)7593 360200 for more information or to make a booking.
All prices are subject to VAT at the current rate.

Overseas subscriptions

The Mover is distributed free of charge to UK movers.

Annual subscriptions are available in Europe and the rest of the world at a cost of £100 per year.

E-mail adverts@themover.co.uk or contact Nikki Gee on +44 (0)7593 360200 to subscribe.

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MECHANICAL SPECIFICATION 2018

Advertisement sizes

All measurements are in millimetres, height x width.

FULL PAGE	
Trim	297 x 210
Bleed	303 x 216
HALF PAGE	
Horizontal	132 x 189
Vertical	267 x 93
QUARTER PAGE	
Horizontal	65 x 189
Vertical	132 x 93
Single column*	267 x 45
SMALLER THAN QUARTER PAGE	
Two column square*	93 x 93
Four by one*	45 x 189
Three by one*	45 x 141
DOUBLE PAGE SPREAD	
Trim	297 x 420
Bleed	303 x 426

* See opposite for advertisement sizes.

- All magazine advertisers are included in the list of advertisers on *The Mover's* website with a link to their website and regularly feature on *The Mover's* Facebook, Twitter and LinkedIn accounts, giving worldwide reach.
- Full- and half-page advertisers' logos also appear on *The Mover's* home and follow-on pages with a link to their website.

www.themover.co.uk



File requirements

All advertisement artwork must be supplied as CMYK colour mode, high-resolution (not less than 300 dpi) PDF, JPEG or EPS files.

Page advertisements must be supplied with trim marks and bleed where appropriate. Half and quarter page advertisements do not require trim marks. Please send on CD, with a printed colour copy for checking layout, to the address shown. If no colour print is supplied, The Words Workshop cannot accept responsibility for the correct reproduction of the advertisement.

Copy dates

Booking of adverts: 1st of the month preceding publication.

Artwork for adverts: 8th of the month preceding publication.

Enquiries

All enquiries to:

Nikki Gee, The Words Workshop,
51 Fallowfield, Ampthill, Bedfordshire MK45 2TT, UK.

Tel: +44 (0)7593 360200

Email: adverts@themover.co.uk

PLEASE NOTE:

Advertising rates cover the cost of advert insertion only. Advertisers should provide their own advertising artwork. *The Mover* can generate new or amend existing artwork for an additional charge.

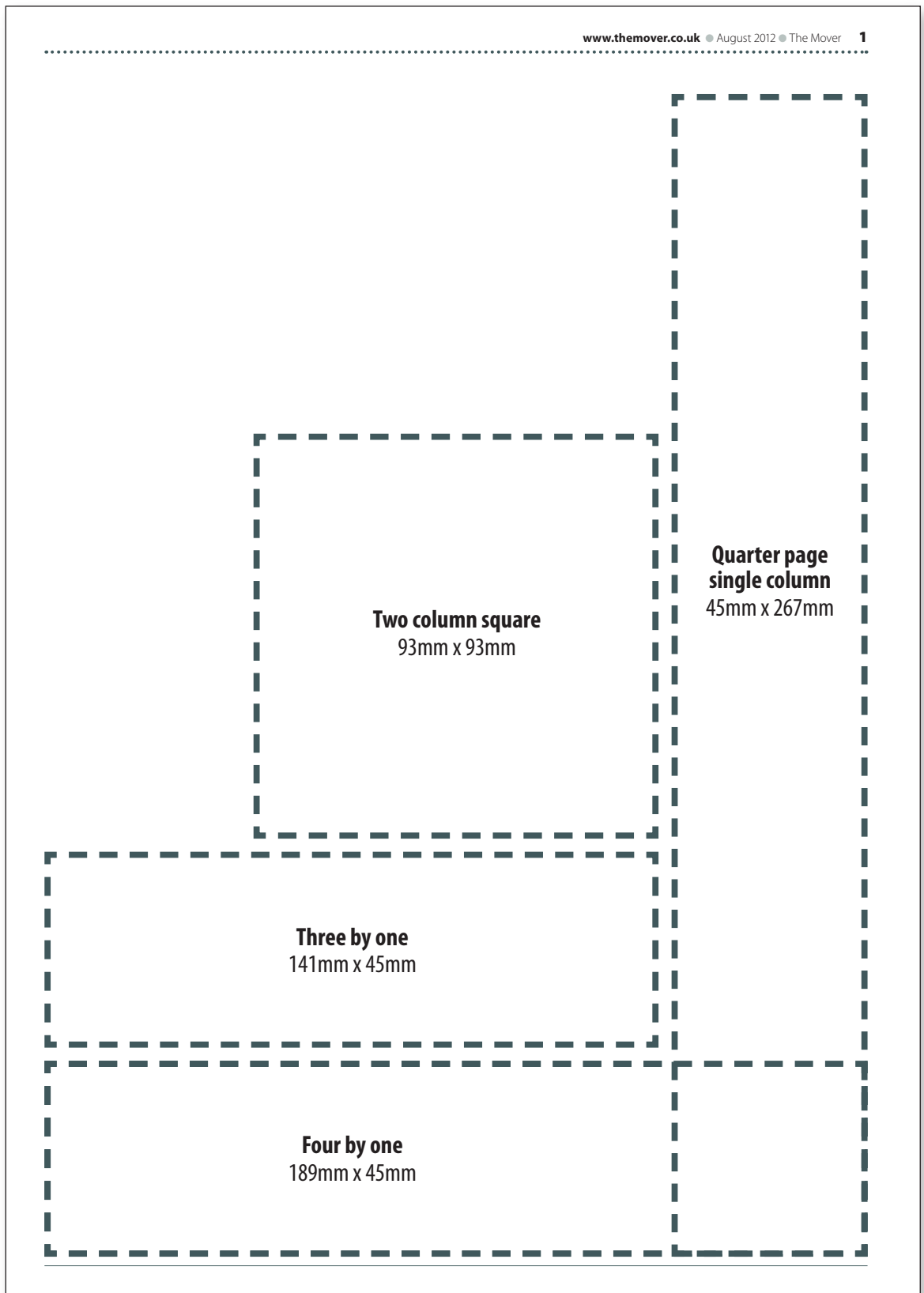
All advertising must be paid for in advance by credit card.

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MECHANICAL SPECIFICATION 2018

New advert sizes

Ads are shown here as they appear in proportion to the magazine page.



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CONDITIONS OF ACCEPTANCE 2018

1. The publisher reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to him at his absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising Practice.
2. All advertisements are accepted on the express understanding that the Advertiser warrants that the advertisement does not contravene any of the provisions of the Trade Description Act 1968 and amending legislation.
3. All display advertisement orders shall be subject to the Publisher's confirmation in writing, but in no circumstances shall the placing of an order confer the right to renew on similar terms.
4. The Publisher reserves the right to increase the advertisement rates at any time or to amend the contractual terms concerning space or frequency of insertion. All contracts are accepted on the understanding that a rate increase or other amendment becomes immediately operative on all outstanding insertions, and shall not be deemed a breach of contract. In such event the Advertiser has the option of cancelling the balance of the contract without surcharge.
5. The Publisher shall be indemnified by the Advertiser against any damage he may sustain in consequence of his announcement.
6. All copy shall be subject to the approval of the Publisher who reserves the right to cancel or withdraw advertisements at his discretion. Orders and instructions for an insertion must be received in time for press or current copy shall be repeated and invoiced at the appropriate rate. The Advertiser shall be liable to incur the costs of resetting his advertisement once proofs have been prepared and for producing plates for publication.
7. The Publisher shall not be liable for any loss caused by the non-appearance of any advertisement due to any cause whatsoever, nor do they accept liability for clerical or printer's errors, although every care is taken to avoid mistakes.
8. The Publishers reserves the right to destroy all artwork and other materials which have been in his (or the printer's) custody for two years provided always that the Advertiser, or his agent, has not been given instructions to the contrary. The Publisher may exercise this right without giving further notice to the Advertiser.
9. The Publisher shall be notified in writing of alterations to, or cancellations of, any space booked, before the copy date of the issue concerned.
10. The Advertiser shall notify the Publisher in writing if he requires any special conditions other than the foregoing to be incorporated and these shall be specifically accepted in writing by the Publisher.
11. Accounts for advertisements are due for settlement on publication.
12. Typesetting or artwork for advertisements will be charged for by the Publisher as agreed in advance.