

Rates



Print

FULL PAGES	UK	USA	AUS	Int'l
Inside front cover DPS	£9,405	\$4,443	\$10,088	\$20,630
Page run of paper DPS	£8,550	\$4,039	\$9,171	\$18,755
Page run of paper	£4,500	\$2,126	\$4,827	\$9,871
Page specified position	£4,725	\$2,232	\$5,068	\$10,365
Inside back cover	£4,725	\$2,232	\$5,068	\$10,365
Outside back cover	£4,950	\$2,338	\$5,310	\$10,858
PROMOTIONS				
Page Advertorial	£12,249	\$8,847	\$13,139	\$22,051
DPS Advertorial	£24,502	\$17,697	\$26,282	\$44,109
IFC Page 1 Gatefold (4pp)	£25,650	\$18,525	\$27,512	\$46,175
INSERTS				
Scent strips/bound inserts	POA			
Tip on	POA			
Loose single sheet (Machine)	£50 per '000			
Loose single sheet (Hand)	£80 per '000			



Digital

WEBSITE

Mixed ad units	£14cpm
Mobile leader (300x100)	£17cpm
Leaderboard (728x90)	£23cpm
MPU (300x250)	£23cpm
Billboard (970x250)	£40cpm
DMPU (300x600)	£40cpm
Outstream (640x360 to 1920x1080)	£50cpm
Pre-Roll	£50cpm
Native	£60cpm
Social	£1500/post

EMAIL

Third party opted in email	£50cpm
Inline newsletter display	£25cpm
Newsletter native	£35cpm
Newsletter sponsorship	£40cpm

PODCAST

15sec spot pre read	£25cpm
40sec spot mid read	£30cpm
15sec pre read pre read	£50cpm
15sec mid read pre read	£60cpm

TAKE OVERS (per week)

HomePage	£5,500
News Section	£18,500
Technology	£15,000
Space	£13,000
Health	£12,000
Environment	£16,000
Culture Section	£3,000

APP (interstitial)	UK/Europe	USA	AUS	Int'l
Interstitial run of issue	£2,500	\$1,805	\$4,827	\$8,101
Interstitial specified position	£2,750	\$3,575	\$5,310	\$8,912
Pre download image	£3,000	\$3,738	\$5,551	\$9,316
Container sponsorship	POA (per month)			