



MEDAL NEWS

MEDIA KIT 2017

For the history of heroes

MEDAL NEWS, incorporating Military Chest and Medals International, is the **world's only independent magazine devoted to medals and battles.**

It currently sells **6,000** copies per month, over **2,000** of which go directly to subscribers.

We offer *free* digital copies to all our subscribers which have the added benefit of free hot links to all advertisers' websites. Published **ten** times per annum it has a great range of articles, including news, auction reports and the world renowned Medal Tracker Service, invaluable when searching for lost medals or trying to re-unite broken groups. Our readership age is the more affluent 35-75 age group.



98% of our advertisers re-book their space in every single issue of MEDAL NEWS

ADVERTISING TEAM

Carol Hartman
Advertising Director
carol@tokenpublishing.com
01404 46972

Jayne Fox
Advertising Assistant
jayne@tokenpublishing.com
01404 46972

Klara Bodfish
Advertising Designer
klara@tokenpublishing.com
01404 46972

ADVERTISING OPTIONS

There is plenty of choice when it comes to deciding what type of advertising is right for you and your business, display, semi-display, classified, website, banner ads, dealer directory, inserts etc.. Our rates are below however, please call 01404 46972 to discuss your individual needs.

MAGAZINE ADVERTISING RATES: (price per issue exl VAT)

Colour	1 Issue	6 issues	12 issues
Full Page	£645	£550	£450
Half Page	£335	£315	£248
Quarter Page	£195	£175	£148
Eighth Page	£145	£130	£112
Mono	1 Issue	6 issues	12 issues
Full Page	£335	£300	£275
Half Page	£225	£175	£160
Quarter Page	£140	£125	£95
Eighth Page	£110	£95	£65

TECHNICAL SIZE SPECIFICATIONS

Colour	Size (W x H)
Full Page	185 x 267 mm (no bleed) 213 x 303 mm (with bleed)
Half Page	90 x 266 mm (vertical) 185 x 133 mm (horizontal)
Quarter Page	90 x 133 mm
Eighth Page	90 x 63 mm
Mono	
Full Page	185 x 267 mm (no bleed) 213 x 303 mm (with bleed)
Half Page	90 x 266 mm (vertical) 185 x 133 mm (horizontal)
Quarter Page	90 x 133 mm
Eighth Page	90 x 63 mm

OTHER ADVERTISING OPTIONS

SEMI DISPLAY

£13 per column centimetre plus VAT (mono), £15 per column centimetre plus VAT (colour), invoiced monthly with a complimentary copy of COIN NEWS (minimum size 2cm).

WEB DIRECTORY

Rates are £21 per insertion plus VAT (mono), £26 per insertion plus VAT (colour), invoiced monthly with a complimentary copy of COIN NEWS (maximum 20 words describing your business).

ON-LINE ADVERTISING

We provide a number of on-line advertising opportunities at competitive rates. Simply call Carol on 01404 44167 to discuss your individual requirements.

EMAIL BROADCASTS

Bespoke broadcasts to target your core audience. Perfect for date-sensitive events such as auctions and fair. Rates start from £200. Call Carol on 01404 44167 to discuss your personal broadcast.

TECHNICAL DATA

We are happy to design and typeset your advertisement for you free of charge*, however, if you wish to supply us with finished artwork please take note of the following specification:

All supplied files need to be **CMYK** and **300 dpi** and can be emailed to klara@tokenpublishing.com as pdf files or jpegs. Alternatively you can upload files onto a file sharing website, for example "You Send It".

*A production charge of £35 per hour is charged after the first complimentary hour of studio time.

Deadlines: Approximately eight weeks prior to the on-sale date. On sale date, the last Wednesday preceding cover date

Terms and Conditions: All advertisements are accepted on the understanding that any descriptions and/or statements made by the advertiser are true and accurate and that the advertiser shall indemnify the publisher against any damage or loss of expense resulting from copy supplied by the advertiser or his agent. If copy for series advertisements has not been received by the specified date, the publisher reserves the right to repeat previous copy. Should no such copy be available alternative matter will be found to fill the space booked by the advertiser and the advertiser will be held responsible for payment. Cancellations: Written notice is required 2 weeks prior to the date of publication for mono advertisements and 4 weeks prior to the publication of colour advertisements. All advertisements must comply with the British Code of Advertising Practice. The Publisher reserves the right to cancel, suspend or alter an advertisement. The Publisher will not be held liable for any loss occasioned by the failure of an advertisement to appear for any cause. The publisher reserves the right to adjust advertising rates on one month's notice at any time during the run of contract. The publisher shall not be held liable for the loss of any artwork, film or other advertisement material delivered to him. 10 per cent discount will be allowed to recognise advertising agencies.

MEDAL NEWS

2017 schedule

Issue	Booking Date	Copy Date	Available
FEBRUARY	09/01/2017	16/01/2017	30/01/2017
MARCH	06/02/2017	13/02/2017	06/03/2017
APRIL	09/03/2017	13/03/2017	03/04/2017
MAY	06/04/2017	10/04/2017	01/04/2017
JUNE/ JULY	08/05/2017	15/05/2017	30/05/2017
AUGUST	10/07/2017	17/07/2017	31/07/2017
SEPTEMBER	07/08/2017	14/08/2017	04/09/2017
OCTOBER	11/09/2017	18/09/2017	02/10/2017
NOVEMBER	09/10/2017	16/10/2017	30/10/2017
DEC/JAN 2018	06/11/2017	13/11/2017	04/12/2017