

Advertising rates, sizes and copy dates 2017

target



THESE RATES UNCHANGED FOR 2017

Target magazine is published by Bourne End (Bucks) Community Association and is distributed free to more than 5,000 homes in Bourne End, Wooburn Green, Hedsor, Well End, Little Marlow, Cores End, The Wooburns and parts of Flackwell Heath. Published six times a year it is an all colour 40 page publication with an editorial content relating to local people, events and history.

Prices do NOT include VAT but this will be added at the current rate
Target offers a series discount of 5% for three issues and 15% for six issues

Height in cms	Width in cms (Column width 6cms)	Total ad size	3 issues	6 issues
3cms	6cms (1 col)	3cms	£ 55.95	£100.11
6cms	6cms (1 col)	6cms	£ 99.32	£177.73
6cms	12.4cms (2 cols)	12cms	£181.26	£324.36
9cms	6cms (1 col)	9cms	£141.07	£252.45
9cms	12.4cms (2 cols)	18cms	£252.17	£451.25
9cms	18.8cms (3 col)	27cms	£363.35	£650.20
12cms	6cms(1 col)	12cms	£181.26	£324.36
12cms	12.4cms (2 col)	24cms	£323.50	£578.90
HALF PAGE				
12cms	18.8cms	36cms	£464.21	£830.69
FULLPAGE				
27cms	18.8cms	81cms	£1036.20	£1854.26

Single issue advertisements have a separate rate card available on request. These are usually booked by charities, relate to a dated event and are zero-rated

COPY & PUBLICATION DATES FOR 2017

Issue	Copy Date	Published on
February/March	Tuesday 3 January	Friday 27 January
April/May	Wednesday 1 March	Friday 31 March
June/July	Monday 1 May	Friday 26 May
August/September	Monday 3 July	Friday 28 July
October/November	Friday 1 September	Friday 29 September
December/Jan 2018	Monday 30 October	Friday 24 November

ARTWORK: Artwork should be supplied as a High Resolution JPEG or PDF in the correct size
Target can arrange artwork although there is a charge for this service

BOOKING: To book your advertisement or enquire about availability please contact:
Barrie Penfold, 01628 525415 or email advertising@targetmagazine.org.uk

Pick up a copy of Target magazine from the Centre Office, Bourne End Community Centre,
Wakeman Road, Bourne End, Bucks SL8 5SX