

ad rates  
& specs



# FIPP MAGAZINE WORLD

## Display advertising

Premium positions	Full Page	Half Page	Double Page
Back cover	£4,000	N/A	N/A
Inside front	£3,100	N/A	N/A
Inside back	£2,800	N/A	N/A
Full page ad opposite contents page	£2,500	N/A	N/A
Cover story	£2,400	N/A	£7,500
Targeted positions			
Launches section	£2,300	£1,500	£4,600
Publisher profile	£2,300	£1,500	£4,600
Event reports	£2,300	£1,500	£4,600
New Members	£2,300	£1,500	£4,600
Suppliers Directory	£2,300	£1,500	£4,600
Non specific positions			
Run of print	£1,800	£1,000	£3,600

## Specifications

Size	Printed Page (mm)
Full page	210 x 297
Double page spread	420 x 297
Half page	210 x 147

Please supply all print material as a high-resolution PDF with a 3mm trim at each outside edge 6mm on a double-page spread. Alternatively, supply in tiff or eps format, at 300dpi

## Inserts

- Inserts can be up to 50g and can be sent to the entire readership, or by geographic region
  - Rate per kg: £9 (At the current circulation of 7,300, the cost would be £657 for a 10g insert)
- Please contact Andrew, at [andrew@fipp.com](mailto:andrew@fipp.com), to arrange delivery of insert to mailing house

## Publication and print material dates:

Issue	Date	Deadline for advertising artwork
64	March 2009	12 February 2010
65	June 2009	07 May 2010
66	September 2009	06 August 2010
67	December 2009	05 November 2010

## Delivery options

**Email** [andrew@fipp.com](mailto:andrew@fipp.com) **FTP** <ftp://ppamag.co.uk> (Username: fipp, password: FIPP8832)

# fipp.com

## Banner advertising\*

Position	Gold Package Cost p/month	Silver Package Cost p/month	Bronze Package Cost p/month
Top Banner	£800	£500	£400
Skyscraper	£600	£400	£300

\* Three month minimum booking period. NB. Banner ads will rotate with no more than 2 other advertisers

Specification	Banner size	File Type
Top Banner	728 x 90 pixels	GIF / JPEG / SWV
Skyscraper	120 x 600 pixels	GIF / JPEG / SWV

Please ensure that the size of the ad doesn't exceed 35kb. If supplying as a SWV file please contact [andrew@fipp.com](mailto:andrew@fipp.com) for your unique code that must be embedded in the SWV file if you wish to track the clicks and page impressions. Please note that we cannot accept redirect tags from external ad servers.

# FIPP MAGAZINE WORLD Update

## Banner advertising\*

Position	Rate	Banner size	File Type
Top Banner	£500 p/newsletter	400 x 60 pixels	Gif or JPEG
Mid Banner	£400 p/newsletter	400 x 60 pixels	Gif or JPEG
Mid Banner	£300 p/newsletter	400 x 60 pixels	Gif or JPEG
Bottom banner	£250 p/newsletter	400 x 60 pixels	Gif or JPEG

## Deadline for online advertising artwork

Materials must be received one week prior to scheduled ad placement

## Delivery options

**Email** [andrew@fipp.com](mailto:andrew@fipp.com) **FTP** <ftp://ppamag.co.uk> (Username: fipp, password: FIPP8832)

# SUPPLIERS DIRECTORY

## Rates

Basic package	£500 per year
Colour logo enhancement	£400 per year
Additional office	£100 per year

## Specifications

### Basic package

- 100 word company summary
- Full address
- Telephone number
- Email
- Website
- Contacts (maximum of two per office)

### Colour logo enhancement

- Please email logo in high res JPEG or EPS format.

### Additional office:

- Full address
- Telephone number
- Email
- Website
- Contacts (maximum of two per office)

### Delivery options

**Email** andrew@fipp.com **FTP** ftp://ppamag.co.uk (Username: fipp, password: FIPP8832)

# WORLD MAGAZINE TRENDS

## Rates

### Premium positions

	Full Page	Double Page
Back cover	£3,000	N/A
Inside front	£2,500	N/A
Inside back	£2,300	N/A
Contents	£1,800	£3,200
Introduction	£1,800	£3,200

### Individual chapter sponsorship

International Summary	£1,800	£3,200
Europe (Regional Summary)	£1,800	£3,200
Africa/Middle East (Regional Summary)	£1,700	£3,000
Asia Pacific (Regional Summary)	£1,700	£3,000
Latin America (Regional Summary)	£1,700	£3,000
North America (Regional Summary)	£1,700	£3,000
Individual country sections	£1,700	£3,000
Quick reference	£1,300	£2,200

## Specifications

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### Publication and print material dates:

Publication date	Material deadline
December 2010	1 October 2010

### Delivery options

**Email** andrew@fipp.com **FTP** ftp://ppamag.co.uk (Username: fipp, password: FIPP8832)

# FIPP MEMBERSHIP

## National Associations

Up to £50million .....	£1,825
£51m-£150m .....	£3,480
£151m-£500m.....	£6,415
Over £501m .....	£12,080

## Publishers

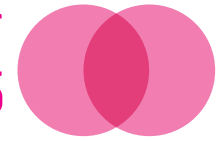
Up to £50million .....	£1,370
£51m-£150m .....	£2,650
£151m-£300m.....	£3,995
£301m-£500m.....	£5,250
Over £501m .....	£7,250

## Suppliers

Up to £1million.....	£1,250
£1m-£50m .....	£2,600
Over £51m .....	£3,950

■ For details on the calculations of FIPP dues, please email Christine at [christine@fipp.com](mailto:christine@fipp.com)

# STRATEGIC SPONSORSHIP



## Rates

One year: .....	£26,000
Three years: .....	£24,000 per year

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# events

For full information on sponsoring a FIPP event please contact [andrew@fipp.com](mailto:andrew@fipp.com), and for exhibition and delegate opportunities please contact [claire@fipp.com](mailto:claire@fipp.com)