



# THE MAGIC OF WINTER

RATE CARD 2017/18

## 50,000 distributed Autumn/Winter 2017/18\*

After the success of last year's publication, our 2017/18 A5 size Magic of Winter will be bigger, better and crammed full of exciting content for the winter season, targeting families and offering them an exciting selection of Events, Attractions, Hotels, Theatres, Restaurants, Activities, Shopping Malls, Firework Displays and Special Christmas Events. Because we distribute our own publications you

can be sure The Magic of Winter will be seen in all the right places. If your business would like to be part of this exciting publication, with a reach of 50,000 copies, then you really should consider advertising only with us. Why not feature a discount or special offer voucher to record your response too?

See more at [www.best4promotions.co.uk](http://www.best4promotions.co.uk)

### ADVERTISING RATE CARD 2016

Full Page Colour Inside front cover solus	£950
Full Page Colour Inside back cover solus	£900
Full Page Colour Outside back cover solus	£1100
Full Page Colour R.O.P.	£523
Half Page Colour R.O.P.	£220
Quarter Page Colour R.O.P.	£0.0
Voucher (Double-sided) with Advert	£120
Voucher (Double-sided) without Advert	£145

### SPONSORSHIP

Full Page Editorial + Full Page Advert

Review (can be written and supplied by the sponsor's own Marketing/PR team) with accompanying digital colour photographs: plus your full page facing advertisement. £1275

The Magic of Winter features redeemable **DISCOUNT VOUCHERS**, being hugely popular in our summer publications.

### DISTRIBUTION

The Magic of Winter will be delivering colourful content essential to increase winter visitor levels, short-stay visitors and day trippers to shops, malls, hotels, guest houses, holiday parks, tourist attractions, restaurants, theatres and Bus and Railway Stations. In fact any venue looking to attract more customers as well as enhance the awareness on both Norfolk and Suffolk's winter appeal factors.

**This is your chance to invest in high profile exposure to an ever expanding market, where ROI's will create substantial increases in footfall and profit.**

CONTACT RICHARD ON

# 01493 853732



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Main Cross Road, Great Yarmouth  
Norfolk NR30 3NZ

Email

[studio@best4promotions.co.uk](mailto:studio@best4promotions.co.uk)  
[www.best4promotions.co.uk](http://www.best4promotions.co.uk)

# Artwork Specification 201) !#\*

# THE MAGIC OF WINTER

ARTWORK SPECIFICATION 2017/18

## A5 Magic of Winter Artwork Specification

Full Page Bleed	210mm deep x 148mm wide - Plus 3mm bleed all round.
Full Page Non Bleed	200mm deep x 138mm wide - Plus 3mm bleed all round.
Half Page Portrait	200mm deep x 66mm wide.
Half Page Landscape	97mm deep x 138mm wide.
Quarter Page Portrait	97mm deep x 66mm wide.
Inside Front Cover Bleed	210mm deep x 148mm wide - Plus 3mm bleed all round.
Inside back Cover Bleed	210mm deep x 148mm wide - Plus 3mm bleed all round.
Outside Back Cover Bleed	210mm deep x 148mm wide - Plus 3mm bleed all round.
Voucher (Double-sided)	36mm deep x 130mm wide.

## Artwork File Formats

Artwork is accepted in the following formats.

Please include fonts or outline fonts

High Resolution 300dpi CMYK PDF

High Resolution 300dpi CMYK TIFF

High Resolution 300dpi CMYK EPS

High Resolution 300dpi CMYK JPG

Quark Xpress, or InDesign files, please include all fonts and images.

## Editorial

Please supply in Email format, Word or Text file.

## Artwork Deadline ; f ]j #) eY 201(

Please Email artwork to:

**studio@best4promotions.co.uk**

Large files please use our channel:

**<https://beststudio.wetransfer.com/>**

We can create your advert if you don't have artwork.

Cost is + 20% of Advertisement price + VAT

Please supply all relevant information and images for us to be able to create this for you.

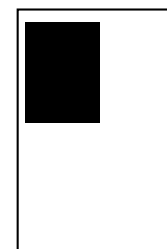


Full Page Trimmmed  
210 x 148mm

Half Page Landscape  
97 x 138mm



Half Page Portrait  
200 x 65mm



Quarter Page Portrait  
97 x 66mm



CONTACT STUDIO ON

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# The Magic of Winter

## TERMS AND CONDITIONS OF BEST 4 PROMOTIONS NORFOLK

1. Advertisements must conform to the British Code of Advertising Practice and must accurately reflect the product and or service being advertised.
2. Advertisements are subject to the publisher's approval and must always be recognisable as such and not resemble editorial matter.
3. All claims made in advertisements must be capable of being supported by appropriate evidence and must be made available to the publisher upon request.
4. Advertisements should be in line with Best4Promotions policies and ethos. As such certain types of advert and promotions may not be permitted within the magazine.
5. The publication of an advertisement by the publisher does not constitute endorsement of the advertiser, its products or services.
6. Space reserved by an advertiser must be paid in full where the advertisement is not published due to an act or omission by the advertiser. This includes advert copy that arrives after publication dead-line date.
7. The publisher reserves the right to amend the terms and conditions at any time.
8. The publisher will not be liable for any loss or damage caused by amendment, error, late publication or non publication from any cause whatsoever.
9. The publisher will not accept liability for any error on the part of third parties or inaccurate copy instructions.
10. The publisher reserves the right to publish the most appropriate copy should copy instructions not be received by the stipulated time.
11. Artwork should be supplied as an electronic image file, via email to [studio@best4promotions.co.uk](mailto:studio@best4promotions.co.uk) or on CD and posted to the above address, in the following formats: tiff, jpeg, eps, PDF, scaled to print size at 300 dpi (indicate if image is layered). Alternatively, supplied as an InDesign or Quark Express file (with relevant fonts and images, logos etc. included). Best4Promotions also offers an in-house design service: copy set and prepared by Best4Promotions (artwork, repro work, setting or amendments) +20% of advertisement cost.
12. 50% Payment for all advertisements is due within 7 days of our confirmation invoice. Balance of payment is payable within 7 days of publication being printed.
13. By signing the booking form, electronically or manually, you commit to the space reserved and agree to the terms and conditions of booking herewith.
14. We regret cancellations cannot be accepted after booking. Space reserved for which no artwork or copy is received by copy deadline date will be charged at the agreed rate as stated on the booking form.
15. Repeat adverts. If Best4Promotions are asked to repeat an advert, we will always use the most recent copy published unless instructed otherwise.
16. Series bookings are subject to a discount. A series discount of -20% applies to three ad insertions where applicable, and to prepaid ads in advance of publication (discount is not compound). Cancellation of the series at anytime will result in the forfeiture of the discount and may be charged retrospectively on any previous adverts which benefitted from the discount.
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