

AD TARIFF

US\$ per insertion

2010

Sourcing Hardware

A BUSINESS MAGAZINE FOR BUILDERS HARDWARE

Colour

Quarter page	400
Single column	500
Half page	750
Full page	1,400
Double spread	2,600
Page 1	2,200
Page 3, 5, 7, 9, 11	1,900
Page 2, 4, 6, 8, 10	1,650
Page 2 & 3, 4 & 5 (Double spread)	3,300

Black & White

1. Half page	500
2. Full page	1050
3. Double spread	1800

Covers

Inside back cover	1,800
Inside front cover	2,300
Back cover	2,550
Gatefold	3,065

Inside

French window (3 pages) (90gsm art paper)	3,900
Earfold (130gsm art paper)	front 2,450 back 1,950
Half gatefold (2 pages excluding backside) (90gsm art paper)	2,600
Inside gatefold (3 pages) (90gsm art paper)	3,800
Double gatefold (6 pages) (90gsm art paper)	7,700
Double spread gatefold (8 pages) (90gsm art paper)	12,800
Calender (8 pages) (90gsm art paper)	12,800
Insert (Bothsides)(100gsm maplitho)	1,300

Frequency

Sourcing Hardware is published bi-monthly (6 issues in a year)

Distribution

Copies are distributed on subscription and controlled circulation basis

Material deadline

All material must be submitted by 1st of the first month of the issue
(eg: for Jan-Feb issue, deadline is 1st January)

Payment

- Single insertions – full payment in advance along with ad material and order confirmation
- Multiple insertions – 50% of total contract value payable along with ad material and order confirmation. Balance amount payable equally within 30 days of publication of each insertion.

Material needed for reproduction

- Digital file (CD) - use any of following formats/software:
 - CorelDRAW file with all linked fonts
 - PageMaker file with all linked fonts and images
 - .eps, .ps, .prn or hi-res 300dpi CMYK .pdf file
- Colour print for reference

Mechanical Data

	W	H	W	H
■ Magazine Size	8.25	10.50 inch	(210 × 267 mm)	
■ Full Page Print Area	7.25	9.50 inch	(184 × 241 mm)	
■ Half Page	7.25	4.70 inch	(184 × 119 mm)	
■ Double Spread Print Area*	14.75	9.50 inch	(375 × 241 mm)	
■ Quarter Page	3.50	4.70 inch	(89 × 117 mm)	
■ Single Column	2.30	9.50 inch	(58 × 241 mm)	
■ Double Column	4.70	9.50 inch	(120 × 241 mm)	
■ Gatefold (trim size)	16.36	10.50 inch	(415 × 267 mm)	

* 1 inch (25 mm) gutter space required

NOTE: Perfect alignment of type and design in double spread advertisements cannot be guaranteed
A colour reference (print) is essential for all advertisement inputs

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