



# 2CVGB Advertising Rate Sheet

## Effective April 1st 2019 - 31st March 2020

'2CVGB NEWS' MAGAZINE ADVERTISING (per issue) - reaches 100% of 2CVGB membership

**Publication:** 2CVGB News: 68pp full colour A5 magazine, published monthly, in the first week of the month.

**Circulation:** Approx. 2,500 2CVGB members mostly within the UK, but some in Europe and worldwide.

Description	Rate exc. VAT	Artwork size
Full page	£125.00 + VAT	Full bleed: 154mm(w) x 216mm(h), including 3mm bleed. Print area: 129mm(w) x 188mm(h)
Half Page	£62.50 + VAT	Landscape: 129mm(w) x 92mm (h) Portrait: 62mm(w) x 188mm(h)
Quarter Page	£33.75 + VAT	62mm(w) x 92mm(h)

**These rates are not negotiable. All prices are subject to VAT at 20%.**

**Payment must be received in full before the advert is published.**

**Block bookings:** Block bookings for 3 months qualify for a **10% discount** and 6 months a **20% discount** on the prices above.

**Artwork specification:** We can accept the following file formats: PDF, JPEG, TIFF. All picture/graphic files should be at 300 dpi.

**Artwork supply:** Digital artwork preferred – by email to [small.ads@2cvgb.com](mailto:small.ads@2cvgb.com), or send CD to the Small Ads Co-Ordinator.

**Copy Deadline:** 1st day of the month prior to publication.

2CVGB WEBSITE ADVERTISING (per calendar month) – reaches 60% of 2CVGB membership, plus the public

**Average monthly total site visits:** 10,000

**Average monthly unique visitors:** 3,300

**Average new visitors:** 30%

**Geographical spread:** 91% UK, 6% Europe, 2% ROW

**Average monthly total page hits:** 124,500

**Average monthly Homepage hits:** 14,400 (4,800 unique)

**Average Local Groups & Events hits:** 9,500 (3,000 unique)

**Domains:** 2cvgb.com and 2cvgb.co.uk

Description	Rate	Artwork size
Homepage Full banner <sup>†</sup>	£50 + VAT	960px(w) x 60px(h) at 72dpi
Standard Full Banner* (on all Local Groups & Events pages)	£30 + VAT	960px(w) x 60px(h) at 72dpi
Standard Half Banner* (on all Local Groups & Events pages)	£20 + VAT	480px(w) x 60px(h) at 72dpi

\*Standard adverts will appear on all pages throughout BOTH the Local Groups and Events sections of the website.

<sup>†</sup>Maximum of 2 adverts accepted per month

**All prices subject to VAT at 20%. Payment must be received in full before the advert is published.**

**Banner ads are granted on a non-exclusive basis** – where more than one advert is booked per page, the adverts will be rotated on an equal basis. Each banner ad will click through to the URL specified by the advertiser.

**Reporting:** A monthly report can be emailed to you listing the number of page impressions and click throughs, if requested.

**Block bookings:** Block bookings for 3 months qualify for a **10% discount** and 6 months a **20% discount** on the prices above.

**Artwork specification:** JPG, GIF, animated GIF, SWF or PNG. All files to be 72dpi, RGB.

**Artwork supply:** Email artwork with your order, to: [small.ads@2cvgb.com](mailto:small.ads@2cvgb.com)

**Artwork deadline:** 15th of the month prior to publication.

## CONTACT

**Email:** [small.ads@2cvgb.com](mailto:small.ads@2cvgb.com)

## BOOKING & ARTWORK DEADLINES

Magazine Adverts: 1st of the month prior to publication

Web Adverts: 15th of the month prior to publication

**On receipt of your order, we will send out an invoice.**

**All ads must be paid for in full before publication.**