

# RATE CARD

## Website, email and print

### PRINTED AND DIGITAL MONTHLY MAGAZINE

Readership 13,000. Rate per issue

#### Advertising – artwork provided

Half page	£450
Full page	£850
Double page spread	£1,600

#### Advertorial – content written and designed by OS

Full page	£1,275
Column advertorial	£700
Double page spread	£2,400
Print advertorial replicated as a web feature and shared on social media	£250

#### Competition package across all media with opt-in email addresses and research opportunities

Full page, social media, newsletter x2. Hosted on the website for a full month	£1,200
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### E-COMMUNICATIONS

Database 33,000, 38% average open rate and 5% click rate

<b>Lead sponsorship of the weekly The Dip newsletter</b>	£500
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Lead banner image in the popular email. 70 words and image in a sponsored news item

<b>Secondary sponsorship of the weekly The Dip newsletter</b>	£350
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Banner mid-way down email

#### Solus themed email

Email written and designed by OS and sent to the database. Email themed around the brand/product based on a specific brief	£1,200
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### WEBSITE

70,000 visits per month. Rate per month

#### Web advertorial

Written by OS with imagery and links. Shared on social media and in one issue of the weekly The Dip newsletter	£650
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#### Digital competition

Web hosted competition gathering opt-in email. Competition shared on social media and in newsletter x2	£600
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<b>Top banner on front page (1140 x 145px)</b>	£450
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<b>Large rectangle ad on front page (336 x 280px)</b>	£300
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All prices exclusive of VAT