

# UK RATE CARD 2023

Philosophy Now Magazine | | 43a Jerningham Road,  
London | | SE14 5NQ

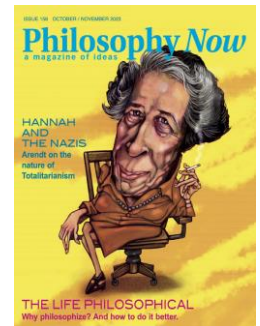
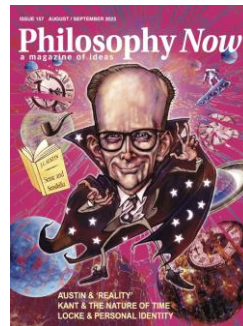
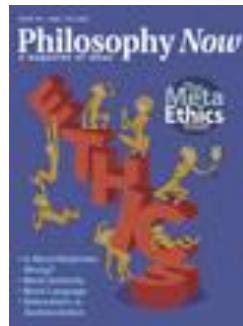
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## Why Advertise with Philosophy Now Magazine?

- ❖ Over 30,000 readers worldwide, including libraries with multiple readerships.
- ❖ Our Readers Buy 500,000 Books Every Year!
- ❖ Philosophy Now magazine is available at major retailers, including WH Smiths, WH Smiths Travel, and select branches of Waitrose and Sainsbury.
- ❖ Published six times a year, our magazine covers all aspects of Western philosophy, featuring articles, book reviews, letters, news, cartoons, and the occasional short story.
- ❖ We offer competitive rates for UK advertisers seeking to connect with our unique philosophy-focused audience.
- ❖ Discounts are available for multiple advertising placements.

## [Print Advertising Rates]

- Full Page (FP) Back Cover - £1,581
- Full Page (FP) Inside Cover - £1,062
- Full Page (FP) - £941
- Half Page - £608
- Quarter Page - £345



## [Website Advertising Rates]

- Full Banner Ad - £220/month (two columns on our home page)
- Special Discount for Series of 12: £2,400.00
- Vertical Banner Ad - £110/month (right side/home page and on 375 other pages)
- Special Discount for Series of 12: £1,200.00

## [Series of Ads – Special Discount]

- Order 2 x FP and get a 20% discount or 10% off all other sized spaces.
- Order 3 x FP and get a 30% discount or 15% off all other sized spaces.
- Order 4 x FP and get a 35% discount or 20% off all other sized spaces.
- Order 5 x FP and get a 40% discount or 25% off all other sized spaces.
- Order 6 (one full year, as Philosophy Now is bi-monthly) x FP and get a 45% discount, or 30% off on all other sized spaces.

## [Print Artwork Specification]

Artwork in PDF format. Colour images should be 300dpi and CMYK.

Cover Page: 210mm (w) 280mm (h)

Full Page: 187mm (w) 250mm (h)

Half Page (Portrait): 93mm (w) 263mm (h)

Half Page (Landscape): 187mm (w) 131mm (h)

Quarter Page (Portrait): 93mm (w) 131mm (h)

## [Checklist for Artwork]

- Full Banner Ad (allowed types: jpg, png, gif; maximum size: 250KB; width: 500-864px; height: 50-150px).
- Vertical Banner Ad (allowed types: jpg, png, gif; maximum size: 250KB; width: 200-300px; height: 200-450px).
- All artwork intended for ads in the print magazine must be provided in PDF format.
- Artwork for the print magazine must be provided as a PDF.
- Use CMYK colour mode and maintain a resolution of 300 dpi.
- For the app advert, we need two 72 dpi jpegs:
- If you purchase a full-page or full-page cover advert in the print magazine, you may have a full-page advert in our app edition for **free**. At present app adverts are not sold separately therefore please provide three distinct pieces of artwork:
  - One PDF for the print magazine - 187mm wide x 250mm high
  - 1 x JPG/PNGs for our iOS app - (vertical version) 1536 pixels (w) x2048 pixels (h)
  - 1 x JPG/PNG for our iOS app (horizontal version) 2048 pixels (w) x 1536 pixels (h)
  - Include a clickable section, typically linking to a web address.

## [Forthcoming Issue Numbers, Deadlines, and Themes]

Issue 159 - December/January 2023/2024	Deadline: 20th November 2023 Theme: Free Will
Issue 160 - February/March 2024	Deadline: 22nd January 2024 Theme: Irish Philosophy
Issue 161 - April/May 2024	Deadline: 18th March 2024 Theme: Gender Identity
Issue 162 - June/July 2024	Deadline: 20th May 2024 Theme: Phi Fi Philosophy & Literature
Issue 163 - August/September 2024	Deadline: 22nd July 2024 Theme: Politics of Freedom

Future issues: Mind, Finding Meaning, Politics (some sense), Religion/God and Continental Philosophy. Disclaimer: It is essential to emphasize that, while we strive to maintain consistency in our editorial planning, themes may occasionally be revised to align with the evolving discourse in philosophy. Therefore, we want to bring to your attention the necessity of due diligence on your part to ensure your campaigns remain aligned with our publication's themes.

