

# UK RATE CARD 2024

## Philosophy Now Magazine

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### [Why Advertise in 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 selected 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]

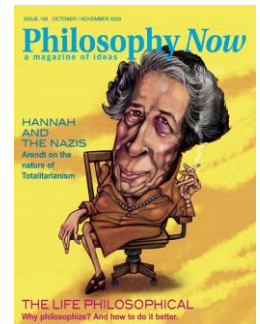
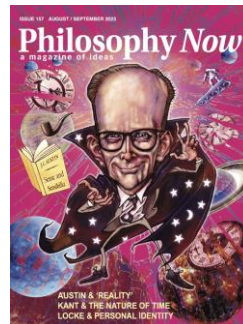
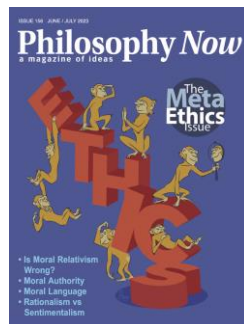
Full Page (FPBC) Back Cover - £1,581

Full Page (FP) Inside Cover - £1,062

Full Page (FP) - £941

Half Page - £608

Quarter Page - £345



### [Website Advertising Rates]

Full Banner Ad - £660/three months (two columns on our home page)

Special Discount for Series of 12: £2,400.00

Vertical Banner Ad - £330/three months (right side/home page and on 3750 other pages)

Special Discount for Series of 12: £1,200.00

### [Series of Ads – Special Discount]

- ❖ Order 2 x FP (not back cover) and receive a 20% discount or 10% off all other sized spaces.
- ❖ Order 3 x FP (not back cover) and receive a 30% discount or 13.5% off all other sized spaces.
- ❖ Order 4 x FP (not back cover) and receive a 35% discount or 17% off all other sized spaces.
- ❖ Order 5 x FP (not back cover) and receive a 40% discount or 20.5 % off all other sized spaces.
- ❖ Order 6 (one full year, as Philosophy Now is bi-monthly) x FP (not back cover) and receive a 45% discount, or 24% off on all other sized spaces.
- ❖ Order 6 x FPBC and receive a 35% discount PLUS a COMPLEMENTARY FP or FPBC (whichever is available) in the next Philosophy Now Ultimate Guide\*.

## [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** (except The Ultimate Guide). 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/PNG for our iOS app - (vertical version) 1536 pixels (w) x 2048 pixels (h) – not to exceed 3MB
  - 1 x JPG/PNG for our iOS app (horizontal version) 2048 pixels (w) x 1536 pixels (h) – not to exceed 3MB
  - Include a clickable section, typically linking to a web address.

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

168	19 May 2025	Digital Philosophy: AI
169	21 July 2025	Sources of Knowledge
170	22 September 2025	Moral Issues
171	17 November 2025	Happiness
172	19 January 2026	Classical Philosophy: Greeks and Romas
173	16 March 2026	Continental Philosophy

Future issues: Philosophy of Mind and Existentialism. Disclaimer: It is essential to emphasise that, while we strive to maintain consistency in our editorial planning, themes may occasionally be revised at short notice. If your campaign will be closely tied to a specific theme, please let us know and stay in touch.

## [\*The Ultimate Guide to Philosophy series]

Full-page print advertising space is also available on the inside covers of our popular bookazine, The Ultimate Guide to Philosophy. Please ask us for details.

