

US RATE CARD 2024

Philosophy Now Magazine

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www.philosophynow.org

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 most branches of Barnes & Noble.
- ❖ 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]

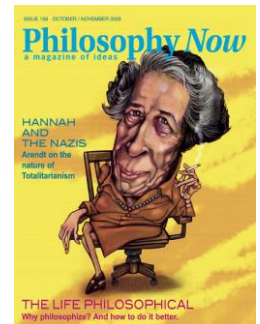
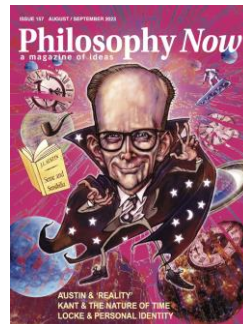
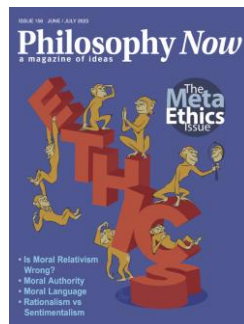
Full Page (FPBC) Back Cover - \$2,102

Full Page (FP) Inside Cover - \$1,412

Full Page (FP) - \$1,252

Half Page - \$809

Quarter Page - \$459



[Website Advertising Rates]

Full Banner Ad - \$882/three months (two columns on our home page)

Special Discount for Series of 12: \$3,192

Vertical Banner Ad - \$441/month (right side/home page and on 3750 other pages)

Special Discount for Series of 12: \$1,596

[Series of Ads – Special Discount]

- ❖ Order Multiples of 3 x FPBC and get a 20% discount
- ❖ Order 2 x FP (not back cover) and get a 20% discount or 10% off all other sized spaces.
- ❖ Order 3 x FP (not back cover) and get a 30% discount or 13.5% off all other sized spaces.
- ❖ Order 4 x FP (not back cover) and get a 35% discount or 17% off all other sized spaces.
- ❖ Order 5 x FP (not back cover) and get 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 get a 45% discount, or 24% off on all other sized spaces.

Artwork Specification

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

Cover Page: 8.27" (w) 11.02" (h)

Full Page: 7.36" (w) 9.84" (h)

Half Page (Portrait): 3.66" (w) 10.35" (h)

Half Page (Landscape): 7.36" (w) 5.16" (h)

Quarter Page (Portrait): 3.66" (w) 5.16" (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/PNGs for our iOS app - (vertical version) 1536 pixels (w) x2048 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]

162 Finding Meaning	June/July 2024	D/L: 20/05/24
163 The Politics Of Freedom	Aug/Sept 2024	D/L: 22/07/24
164 MIND - Thoughts On Thought	Oct/Nov 2024	D/L: 23/09/24
165 Religion/God	Dec/Jan 2024/5	D/L: 18/11/2024
166 Politics	Feb/Mar 2025	D/L: 20/01/2025
167 Being Human	Apr/May 2025	D/L: 24/03/2025

Future issues: Mind, Finding Meaning, Political Philosophy, Nietzsche, 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 at short notice. If your campaign will be closely based on a particular theme please make us aware of this 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..

