

US RATE CARD 2024

Philosophy Now Magazine

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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 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

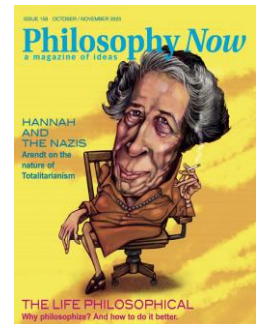
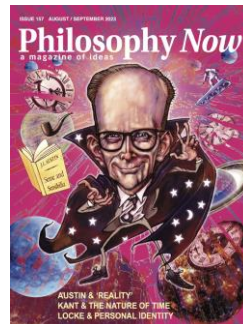
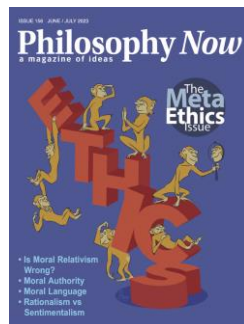
Full Page (FPBC) Back Cover - \$2,102

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 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*.

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

165 Religion/God	Dec/Jan 2024/5	D/L: 18/11/2024
166 Politics	Feb/Mar 2025	D/L: 20/01/2025
167 The Human Experience	Apr/May 2025	D/L: 24/03/2025
168 Digital Philosophy: AI	Jun/July 2025	D/L: 19/05/2025
169 Sources of Knowledge	Aug/Sept 2025	D/L: 21/07/2025
170 Classical Philosophy: Greeks and Romas	Oct/Nov 2025	D/L: 22/09/2025

Future issues: Moral Issues, Continental Philosophy, Life and Death, Philosophy of Mind and Existentialism. 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..

