

Issue	Ad Copy Deadline
Issue 158 – Oct/Nov 23	18 Sep 23
Issue 159 – Dec/Jan 24	20 Nov 23
Issue 160 – Feb/Mar 24	22 Jan 24
Issue 161 – Apr/May 24	18 Mar 24
Issue 162 – Jun/Jul 24	20 May 24
Issue 163 – Aug/Sep 24	22 Jul 24

Offline Technical Specification

We need artwork as either PDF or TIFs. Color images should be 300dpi and CMYK.

Cover Page: 11.02" (h) x 8.27" (w)
 Full Page: 9.84" (h) x 7.36" (w)
 Half Page: 10.35" (h) x 3.66" (w) - P
 Half Page: 5.16" (h) x 7.36" (w) - L
 Quarter Page: 5.16" (h) x 3.66" (w) - P

On-Line Banner Advertising Technical Specification

We need artwork as either GIF, PDF or JPEG.

For the website home-page article-list-area spanning-two-left-columns ad width is 468px, height is 60px.

For the website home-and-article-pages right-column ad width is 240px, height is 400px.

Philosophy Now Rate Card (USD) 2023

**OUR READERS BUY
500,000 BOOKS EVERY
YEAR!**

Reach

Over 30,000 readers worldwide including libraries with multiple readership.

Philosophy Now magazine is widely sold from newsstands and bookstores including most branches of Barnes & Noble.

Advertisers who place a full-page ad in our print magazine can have an ad in our popular app for free.

Frequency

Philosophy Now magazine is published six times a year.

Our magazine contains articles on all aspects of western philosophy, book reviews, letters, news, cartoons, and the occasional short story.

For each FP ad, we need two pieces of artwork - one landscape and one portrait orientation. This is because mobile devices can be rotated to change their display orientation. Pixel dimensions of each artwork should be around 2048x1536. Exactly matching these pixel numbers is not necessary as the variety in device sizes means the artwork cannot match all of them anyway. This requirement is to ensure we have a high-quality image for the largest devices. The artwork files can be in JPG or PNG format. A small area of the artwork can be made tappable. Usually this area would display a web domain, web address, or logo. The web address for this link needs to be specified.

In Print Rates

We offer very keen rates for advertisers wanting to reach a unique audience all interested in philosophy. Discounts available for multiple ad placements.

Full Page Back Cover – \$1,950
 Full Page Inside Cover – \$1,310
 Full Page – \$1,160
 Half Page – \$750
 Quarter Page – \$425

Series of Ads – Special Discount

Order 2 x FP and get a 20% discount, or 10% off on all other sized spaces
 Order 3 x FP and get a 30% discount, or 15% off on all other sized spaces
 Order 4 x FP and get a 35% discount, or 20% off on all other sized spaces
 Order 5 x FP and get a 40% discount, or 25% off on 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.

Digital Rates

We now offer very competitive rates for advertisers wanting to reach a digital audience with two varied placements. It is worth noting web site visitors appear to view web pages in an F-shape therefore rates are centred on this:

Full Banner Ad - \$282/month – stretches across two columns of the PN home page. NB: The home page gets x10 more visitors than other PN web pages. Special Discount for Series of 12: \$3046.00

Vertical Banner Ad - \$141/month appears on the right side of the home page and the same position on 375 other pages.

Special Discount for Series of 12: \$1410.00

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