

## ADVERTISING RATES

From 1st January 2007

We're told Land Mobile provides the best print platform in the wireless business for advertising - and that *"it's the place to be seen"*.

Being inundated each month by PRs offering high-grade editorial contributions on behalf of their clients, goes to confirm that we must have much to offer.

Couple those points with the regular message from readers that they can always find several articles of interest in every single issue, and Land Mobile magazine clearly has a winning formula for advertisers. It's a recognised authoritative information provider, with high reader appreciation and high page scan being regularly viewed by a pre-qualified audience of volume buyers.

Advertising rates are below, but call or email the Advertisement Manager, Ian MacFarlane, if you need any help or clarification. Email: [ianm@landmobile.co.uk](mailto:ianm@landmobile.co.uk)

Insert Series.....		1	3	6	11
DPS	FC	4258	4045	3832	3619
	SC	3504	3423	3243	3063
	M	3243	3081	2919	2757
PAGE	FC	2242	2129	2017	1905
	SC	1897	1802	1707	1612
	M	1785	1696	1607	1517
HALF	FC	1610	1529	1449	1368
	SC	1265	1202	1138	1075
	M	920	874	828	782
QUARTER	FC	1265	1202	1138	1075
	SC	920	874	828	782
	M	575	546	517	488
EIGHTH	FC	920	874	828	782
	SC	575	546	517	488
	M	349	332	314	297

Above rates are in UK pounds. FC = Full Colour; SC = Spot Colour; M = Mono

### POSITIONAL GUARANTEES +10%

**COVERS:** Inside front +30%  
 Inside back +20%  
 Outside back +40%

**INSERTS** Full run (10g or less) £1500  
 Above 10g by arrangement