

# **Disability**

**Review Magazine**

## Media Pack



**Disability Review Magazine is the UK's leading and largest distributed disability magazine. Through controlled circulation and distribution Disability Review Magazine is a highly effective means for advertisers to reach their target audience.**

**REGULAR FEATURES** Summer/Winter

- ➔ Employment & Education
- ➔ Healthy Living
- ➔ Leisure & Tourism
- ➔ Motoring & Mobility
- ➔ Living Aids
- ➔ Brain & Spinal Injury
- ➔ Care & Care homes
- ➔ Health Matters
- ➔ News & Issues
- ➔ Product Reviews
- Many other Additional Sub Features



Disability Review Magazine is A4 full colour glossy publication that highlights and promotes the issues of importance to disabled people in the UK today.

Disability Review is one of the UK's most popular and widely distributed disability publications with a target audience of: people with a disability and their families, Carers, Industry related professionals and Health and Social workers. Primary Care Trusts & Healthcare professionals.

Our regular features include the latest news and product information, Accessibility, Education, Hotel & Holiday features, Sports news from our Paralympians, Shopping for the Disabled and up to date motoring news and reviews, Disability discrimination and latest information for Job Seekers



2012 *Making It Happen*

# ADVERTISING RATE CARD

Double Page Spread	£5800.00
Cover Position	£4500.00
Full R/Hand Page	£3000.00
Full run of paper Page	£2150.00
Full Mono Page	£1800.00
Half Page Colour	£1500.00
Half Page Mono	£1000.00
Third Page Colour	£895.00
Quarter Page Colour	£795.00
Eighth Page	£395.00
Twelfth Page	£200.00
Classified 1 / 16 <sup>th</sup>	£125.00
Classified Lineage	£75 & £50.00

## Effective Targeting

Disability Review Magazine is the UK’s leading freely distributed disability magazine.

With an estimated print run and circulation of over 125,000 and distributed throughout the UK to a wide range of disability service providers, disability organisations, Primary Care Trusts, Healthcare Professionals and Charities, to Paralympics Athletes, Sports Centres, Libraries, Shop Mobility Schemes, Welfare for the Disabled Organisations and individual Members and Subscribers. All of the main UK disability exhibitions and conferences will be sent copies to distribute free of charge including: Independent Living (London, Bristol & Glasgow), NAIDEX & Kid-e-Quip, International Disabled Day, The Mobility Road Show, Moving & Handling People, Health Clinics and all Major Disabled sporting events. Shopmobility Schemes, Wheelchair Service Centres, Special Schools, Therapy Centres.



# Artwork Requirements

## Advertising Dimensions

TRIM SIZE:	SIZE	TYPE AREA	BLEED SIZE
297mm x 210mm	Full Colour Page	260mm x 178mm	303mm x 216mm
	Half	125mm x 178mm	216mm x 151mm
	Third	84mm x 178mm	N/A
	Quarter	125mm x 84mm	N/A
	Eighth	61mm x 84mm	N/A
	Twelfth	55mm x 55mm	N/A
	Sixteenth	90mm x 30mm	N/A

## MATERIAL REQUIRED:

**FULL COLOUR:** Complete set of positive SWOP (Standard Web Offset Press) CMYK separated, thermal CTP plates (right reading).

Imaged at 175lpi frequency. Additional Cromalin / Digital proof for colour matching.

**MONOTONE:** Positive Pantone separated thermal CTP plates (right reading). Imaged at 175lpi frequency. Additional Cromalin / Digital composite and separated proof for colour/separation comparison.

**DISK:** (Most formats accepted).

These must be supplied in **SWOP CMYK** format **ONLY**.

(**RGB** files are **NOT** accepted, and will result in final print output being incorrect).

All files must be supplied with additional Cromalin / Digital proof for colour matching, runaround, H&J re-flow and final presentation.

Main suggested formats are supplied as:

- Printable Document Format (PDF)**  
 These must include a minimum of 2mm surrounding bleed.  
 Corner trim and bleed marks.  
 Flattened Transparency within each file.  
 All embedded fonts.  
 A minimum output of 450dpi for print (suggested 600dpi+).
- QuarkXpress 6.0/6.5/7.0**  
 All QuarkXpress files must be provided as 'Collect for Output' within the application.  
 This must include all Screen and Printer fonts.  
 All images in CMYK format (High resolution).  
 Any used Colour Profiles.
- Adobe InDesign vCS3 (or lower)**  
 This must include all Screen and Printer fonts.  
 All images within artwork, provided in CMYK format (High resolution).  
 All Links supplied with document files.  
 Any used Colour Profiles.
- Additional Formats** – A minimum output of 450dpi for print (suggested 600dpi+):  
 Adobe Illustrator CS / Adobe Photoshop CS / TIFF / EPS / JPEG  
 These must include a minimum of 4mm surrounding bleed.  
 Corner trim and bleed marks. Flattened Transparency within each file

### **ADDITIONAL INFORMATION:**

All files must have **CORRECT** colour 'Trapping' within files.

For example, if Black is intended to 'Overprint'. Or White is intended to 'Knockout' – this **MUST** be the case, supplied within all Artwork provided.

If Transparency is used within Artwork, this **MUST** be 'Flattened' within all files to a minimum of 600dpi.