

# OFF THE PAGE ADVERTISING

## PracticeBusiness

The advertising here is designed to be attention grabbing and interesting to look at. A call to action to ensure that readers know, at a glance, what you offer, ensuring your marketing message has a regular and consistent presence with the reader. Whether it's our prime positions or more standard full and half page ads, we would always encourage simple and eye-catching advertisements.



GO  
TO →

### Links not working?

Try downloading the PDF and opening in Adobe Acrobat.

### Full and half page advertisements

These are obviously extremely effective advertising formats because they're the most popular type of inclusion! They're a staple for most marketing campaigns, ensuring your messages have consistent and regular communication. We believe the most effective adverts are visually striking by minimising the number of messages you include, keeping it clear and simple for maximum impact.

Rate card:  
Full page: £1,595  
Half page: £915

### Prime positions (covers)

Back covers and inside front cover positions offer premium positioning for off-the-page advertising where only maximum exposure will do!

Rate card:  
Back cover: £1,885  
Inside front: £1,695

### Double page spread

This could combine advertorial information about your company with a full page advert or could offer a much bigger space to create maximum impact for your display advert. It gives a greater visual impact and more space to communicate more detailed information about products and services.

Rate card: £2,985

### Front cover stamp

A stamp or flash icon, situated in the bottom corner of the front cover alerting readers to 'look out for ...' or 'turn to page ...', drives maximum exposure for content you may be running in the core pages of that issue. Obviously the front cover positioning would make it extremely high profile; this is a great opportunity with only one position available in each issue!

Rate card: £1,045

### Roll out - Inside front cover

The inside front cover folds out to the left into an additional page to give three pages of marketing space. When you open the front cover you see a single page (inside front cover), which folds out into the double page spread. This is extremely eye catching and offers you the opportunity to put a high impact, attention-grabbing display advert on the opening page - maybe a teaser advert which draws the reader in, followed by a more information-led spread or further details on the double page fold out.

[Three pages]

Rate card: £3,162

### Roll out - Centre pages of the magazine

This offers a double page spread in the core of the magazine, with the right hand page rolling out to offer two additional pages. It's eye catching and grabs the reader's attention, but also offers plenty of room to be more creative with the promotion of a competition. It allows a design to encompass a focus on features and more information-led promotional copy as well as the education-specific benefits and uses. So, high impact with room for detailed marketing messages - a great combination!

[Four pages]

Rate card: £3,162

All prices exclusive of VAT.  
Discounts available for multiple bookings.