

# PAN

## The Journal of the British Flute Society

Full page	210 mm width x 280 mm height - bleed 3 mm all round
Margins	12.7 mm all round
Within margins	184.6 mm x 254.6 mm (HxW)
Colour	Full colour throughout

### Advertising Rates

Page size	Dimensions	Single rate (colour)		Series rate (colour)	
* Subject to availability ** AFT (Association of Flute Traders) members receive a 5% discount			AFT members' rate**		AFT members' rate**
Full page outside back cover*	210 mm width x 280 mm height	£410	£389.50	£369	£350.55
Full page inside front cover*	210 mm width x 280 mm height	£370	£351.50	£333	£316.35
Full page inside back cover*	210 mm width x 280 mm height	£370	£351.50	£333	£316.35
Full page rest of magazine	210 mm width x 280mm height	£370	£351.50	£333	£316.35
Half-page	184.6 mm width x 123.3 mm	£197	£187.15	£177	£168.15
Quarter-page	88.3 mm width x 123.3 mm height	£113	£107.35	£102	£96.9
Eighth-page	88.3 mm width x 57.65 mm height	£73	£69.35	£65	£61.75
Classified lineage		40p per word (minimum charge £4.80, ie, 12 words)			
Featured events		£20 per event			
Loose inserts: 1200 Required	Inserts should be sent direct to the mailing house no later than 3 weeks before the publication date	£350 + insertion and extra postage charge (this is dependent on size and weight)			

**Bleed** 3 mm all round. Half-page advertisements and smaller are within the margins. We are unable to accept a bleed other than for a full page.

**Preferred format** Copy is required ready for printing via email or on disk. We can accept most formats but prefer PDF. Artwork must be designed to the correct size. Only CMYK artwork must be supplied and we are unable to accept spot colours. Resolution must be a minimum of 300 dpi.

**Copy deadlines** Please send all copy to the Advertising Manager, as soon as possible and no later than the copy deadline (see below):

Issue	Copy deadline	Target Publication Date
March	15 January	1 March
July	15 May	1 July
November	15 September	1 November

#### Inserts

A sample of the insert to be included must be sent to the Editor and Advertising Manager no later than the copy deadline.

#### Invoices

Magazine advertising invoices will be sent out as soon as possible after the date of publication. Advertisers will receive a copy of the journal as soon as it is published and the invoice will be sent separately.

#### Payment

Payment is accepted by bank transfer or PayPal. Payment must be received no later than 30 days following receipt of the invoice.

Please contact the Advertising Manager if you would prefer to pay by credit or debit card, or by cheque (card details should not be sent by email).

#### Overseas advertisers

Please pay in £ Sterling by PayPal or bank transfer (or if necessary by credit card or cheque; see above).

#### Mailing dates

Mailing dates are approximate and are subject to alteration without notice. The British Flute Society is unable to accept responsibility for delays in the delivery of the magazine.

The British Flute Society reserves the right to refuse to print an advertisement. Advertisers and their agencies assume responsibility for the content of their advertisements and agree to indemnify the publisher from any and all claims and expenses arising therefrom.

#### Advertising queries

For further information and to discuss your advertising requirements, please contact the Advertising Manager:

#### Contact details

Sophie McGrath  
BFS Advertising Manager  
Tel: +44 (0)7837904805  
sophiemcgrath@gmail.com

Pan Editor:  
Carla Rees  
editor@bfs.org.uk



The British Flute Society

The British Flute Society is a charitable incorporated organisation, registered charity number 1178279

Top margin: 12.7 mm

Half page:  
184.6 mm width x 123.3 mm height

Left margin:  
12.7 mm

Gutter: 8 mm

Right margin:  
12.7 mm

Quarter page:  
88.3 mm width x 123.3 mm height

Gutter: 8mm

Eighth page:  
88.3 mm width x 57.65 mm height

Gutter: 8mm

Eighth page:  
88.3 mm width x 57.65 mm height

Bottom margin: 12.7 mm