

# PAN

The Journal of the British Flute Society

## Journal specs

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

## Advertising Rates

	Single rate	AFT rate*	Series rate	AFT rate
Full page outside back cover	£410	£389.50	£369	£350.55
Full page inside front cover Full page inside back cover Full page rest of magazine	£370	£351.50	£333	£316.35
Half page	£200	£190	£180	£171
Quarter page	£120	£114	£108	£102.60
Eighth page	£80	£76	£72	£68.40

Cover adverts subject to availability

\*AFT members receive an additional 5% discount on all adverts. Join from £45/year at [bfs.org.uk/join-association-flute-traders](http://bfs.org.uk/join-association-flute-traders)

Classified ad	40p per word (minimum charge £4.80, ie, 12 words)
Featured events	£20 per event
Loose inserts: 1200 Required	£350 + insertion and extra postage charge (dependent on size and weight)

## Advert dimensions

**Full page:** 210 mm width x 280 mm height. Bleed 3mm all round

**Half page:** 184.6 mm width x 123.3 mm

**Quarter page:** 88.3 mm width x 123.3 mm height

**Eighth page:** 88.3 mm width x 57.65 mm height

Half page advertisements and smaller are within the margins. We are unable to accept a bleed other than for a full page.

## Preferred format

Artwork should be supplied ready to print, in CMYK; we're unable to accept spot colours. It should be designed to the correct size and at a resolution of at least 300 dpi. Please send artwork via email; we can accept most formats but prefer PDF.

## Copy deadlines

Please send all copy to the Advertising Manager as soon as possible, and no later than the copy deadline:

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.

Inserts should be sent direct to the mailing house no later than 3 weeks before the publication date.

## Payment

Invoices will be sent out as soon as possible after the advert is received. Payment is by bank transfer or PayPal and must be received no later than 30 days following receipt of 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).

Advertisers will receive a digital copy of the journal as soon as it is published.

## Overseas Advertisers

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

## Disclaimer

The British Flute Society reserves the right to refuse to print an advert. 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.

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.

## Advertising queries & contact details

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

Sophie McGrath  
BFS Advertising Manager  
advertising@bfs.org.uk

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



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