

HRmagazine

- **The issues that matter:**
Strategy, leadership, innovation and talent
- **Leading the way:** Telling readers what they need to know, not what they expect to hear
- **Exclusivity:** the first for interviews with world-class HR directors
- Written by **award-winning journalists**
- **An appointment read:**
stimulating and visual

HRlive

- HR Excellence Awards
 - HR Talks
- HR Most Influential
 - HR Lunchtime Debates
- Roundtables

HRcareers & networking

- **hrjobs.co.uk**
- HR in the Boardroom
- HR Leaders Club

HRmagazine

HRlive

HRcareers & networking

HRdigital & social

HRdigital & social

- **hrmagazine.co.uk**
 - HR daily bulletin
- **hrmostinfluential.co.uk**
- **twitter.com/hrmagazine**
- **facebook.com/HRMagazine**
- **youtube.com/HRMagazineUK**
- **hrlegalservice.co.uk**
 - **HRTV**
 - HR **eBooks**
 - HR App
- **hrjobs.co.uk**

about.

mediakit2013

HR



mission:

HR magazine is the most innovative, thought-provoking and creative media brand for business leaders who want to develop high-performing organisations. We provide a community for the sharing of people-centric insight and practice through stimulating and open dialogue.

editorial focus:

Business is at the heart of all HR magazine's content. We believe all HR should add value and provide content or relevance to both HR and non HR professionals responsible for people in organisations.

Leadership: HR gives you perspectives from chief executives, finance and other directors, and government as well as from the top HR directors

Curiosity: HR's journalists are not scared of data and insight to understand the role HR professionals play in the growth of organisations and the wider economy

Campaigning: HR cares about its community and campaigns on the issues that matter, such as employment law red tape, CSR and encouraging diversity in recruitment

Challenging: HR's network includes the top global academics and thought-leaders pushing HR thinking forward

Innovation: HR believes innovation and change are vital to an organisation's health and keeps you up-to-date with the latest thinking, technology and tools to help you create a culture of innovation

“HR magazine creates stimulus and action for me to do something I hadn't considered. That for me is the definition of a great magazine. It gives you that inspiration”

David Fairhurst, chief people officer Europe, McDonald's

“I am a big advocate of HR magazine for the breadth of coverage it offers. It has lots of ideas and I learn a lot from it - it's great!”

Tanith Dodge, HR director, Marks and Spencer

HR awards

TOWERS WATSON AWARDS FOR EXCELLENCE IN HR JOURNALISM

- HR PUBLICATION OF THE YEAR: 2012 AND 2010
- HR TRADE JOURNALIST OF THE YEAR: 2012 AND 2010

- HR TRADE JOURNALIST OF THE YEAR: 2013 HIGHLY COMMENDED
- BEST HR JOURNALIST NEWCOMER: 2013 HIGHLY COMMENDED

PPA AWARDS

- EDITOR OF THE YEAR (BUSINESS

MEDIA): 2011 AND 2010 FINALIST

- EDITOR OF THE YEAR (BUSINESS MEDIA): 2009 HIGHLY COMMENDED
- MONTHLY BUSINESS MAGAZINE OF THE YEAR: 2009 HIGHLY COMMENDED

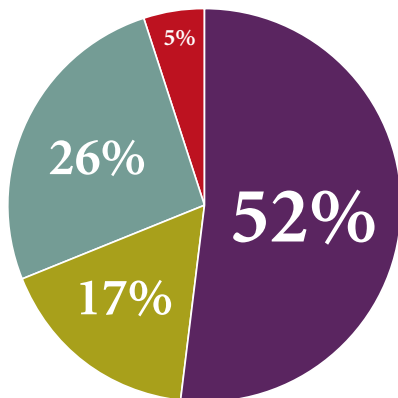
audience (print)



NUMBER OF READERS: **8,026** *Individually-requested and independently audited*

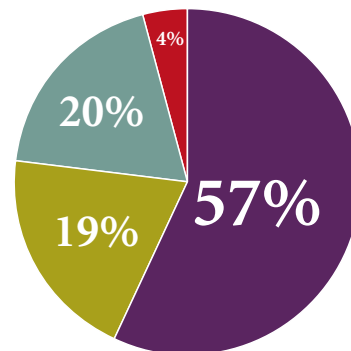
JOB ROLE

- HR/people director/chief human resources officer
- Head of HR
- Chief executive/ managing director
- Financial director



HOW MANY EMPLOYEES WITHIN THE COMPANY?

- employ between 1-249 people
- between 250-999
- between 1,000-10,000
- more than 10,000



93%
are decision-maker or influence purchasing

15%

have between £500,000 to £1 million budgetary responsibility



One in 10

readers has responsibility for a £1m+ HR budget



8,026

July 2011–June 2012

“You continue to pick good topics that people relate to. Thanks for your contribution to the profession”

Dave Ulrich, professor of business administration University of Michigan

features list.

01 January issue

International issue:

- Global mobility and relocation
- Doing business in emerging markets

February issue

- Payroll
- Mergers and acquisitions

March issue

- Technology
- HR in SMEs

April issue

- Employment law
- Flexible working

Employee engagement supplement

May issue

- Reward and benefits
- Health and wellbeing

June issue

- Recruitment

HR Technology supplement

July issue

- Apprenticeships

HR EXCELLENCE HR Excellence Awards
Book of the Night

August issue

- Fleet
- Talent management

September issue

- Leadership development
- Reward and Benefits supplement*

October issue

- Christmas Incentives
- Pensions

November issue

- Interims
- Psychometrics

December issue

- Health & wellbeing
- Recognition



**For more information
please contact:**

KATIE JACOBS, Features Editor

☎ 020 7501 6776

✉ [katie.jacobs@](mailto:katie.jacobs@markallengroup.com)

markallengroup.com



The list is subject to change by the editorial team. Features are commissioned out at least two months in advance and journalists submit copy one month prior to publication. Press day is typically around the 20th of the month. HR magazine does not accept written submissions. All pieces are written by professional journalists. PRs should not send written submissions, only suggestions of people to interview or relevant pieces of research.

advertising rates.

print:

DISPLAY	RATE
Full page colour advertisement	£5,325
Half Page Colour advertisement	£3,195
Quarter Page Colour Advertisement	£1,915
SPECIAL POSITIONS	RATE
Inside Front Cover	£7,350
Outside Back Cover	£7,720
Inside Back Cover	£6,390
Inside Front Cover DPS	£11,895
Half DPS	£7,720
Quarter strip (letters)	£2,245
INSERTS	RATE
0-10g	£152
11g-15g	£161
16g-20g	£175
21g-25g	£184
26g+	POA

Having advertised with HR magazine for several years in print and almost a year online, the publication is one of our most successful advertising channels. HR magazine consistently drives traffic to our website and we look forward to a continued partnership

Juliet Hailstore, marketing manager, Midland HR

We always consider HR magazine as one of the primary places to advertise for our clients who are looking to reach the HR community

Sharon Mason, marketing and PR consultant, SMUK Marketing and PR on behalf of Specsavers

MidlandHR's industry-leading RTI and auto enrolment solution is already available.

RTI
 Auto Enrolment

OUR TECHNOLOGY WILL MAKE YOU HAPPY TODAY AND HAPPIER TOMORROW

Talent Management
Kenexa

It's never looked more attractive. The Audi A7 Sportback from £459 per month*.

The A7 Sportback is the world's most remarkable car to date, not just for its sleek design, but for its advanced technology and performance. It's a car that's always ahead of the curve, and it's always looking for the next challenge.

Audi A7 Sportback

For more information call:

PAUL BARRON ☎ 020 7501 6706 ✉ paul.barron@markallengroup.com
or FENELLA WENHAM ☎ 020 7501 6774 ✉ fenella.wenham@markallengroup.com

production specs.

Production Schedule

ISSUE	ARTWORK COPY DEADLINE TIME: 5PM	PUBLICATION DATE
Jan-13	Thurs 13.12.12	Tue 01.01.13
Feb-13	Thurs 24.01.13	Tue 05.02.13
Mar-13	Thurs 21.02.13	Tue 05.03.13
Apr-13	Tue 19.03.13	Tue 02.04.13
May-13	Wed 24.04.13	Tue 07.05.13
Jun-13	Wed 22.05.13	Tue 04.06.13
AWARDS BOTN	Thurs 13.06.13	Tue 25.06.13
Jul-13	Thurs 20.06.13	Tue 02.07.13
Aug-13	Thurs 25.07.13	Tue 06.08.13
Sep-13	Wed 21.08.13	Tue 03.09.13
Oct-13	Thurs 19.09.13	Tue 01.10.13
Nov-13	Thurs 24.10.13	Tue 05.11.13
Dec-13	Thurs 21.11.13	Tue 03.12.13

PLEASE SEND COPY TO:

LARRY OAKES,
Production Assistant

HR magazine,
St Judes Church,
Dulwich Road,
SE24 0PB

 020 7501 6783

 [larry.oakes@
markallengroup.com](mailto:larry.oakes@markallengroup.com)

Display Advert Specifications

DPS ADVERT	DIMENSIONS
Bleed	281 x 436 mm
Trim	275 x 430 mm
Type area	236 x 400 mm
HALF PAGE DPS	DIMENSIONS
(Type size ONLY - within editorial site)	112 x 400mm
FULL PAGE ADVERT	DIMENSIONS
Bleed	281 x 221 mm
Trim	275 x 215 mm
Type area	236 x 185 mm
HALF PAGE	DIMENSIONS
Landscape (Type size ONLY)	112 x 185 mm
Portrait (Type size ONLY)	235 x 90 mm
QUARTER PAGE	DIMENSIONS
Landscape (Type size ONLY)	56 x 185 mm
Portrait (Type size ONLY)	112 x 90 mm

Classified Specifications

EIGHTH PAGE	DIMENSIONS
Landscape	249 x 90 mm

PDF files:

Print ready version 1.3 (please note the industry standard for pdf is 1.3. Files supplied in 1.4/5 may not be compatible with our workflow and will require vigilant checking on proof return as they fall outside of the PPA guidelines).

- All files must contain images at **300 dpi**. Files must be supplied in a **CMYK** format and have all fonts and images embedded.
- To check all settings for a compliant PDF please refer to <http://www.pass4press.com/> where PPA 'pass4press' guidelines are available

Digital Transfer Methods

Files should be supplied on disk. Please use CD Rom or Zip. Files can be sent via the FTP site only with prior agreement from the Production Controller. All files over 30 mb must be supplied on disk.

Hard Copy Proofs

A colour proof must be produced with every file supplied and must be generated from the file provided. It must be actual size. This proof must be suitable for use on press, either a digital cromalin, calibrated Iris or Epson proof.

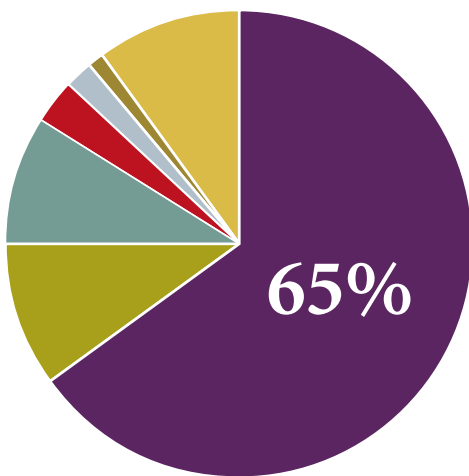
audience. (digital)



85,000
UNIQUE USERS
PER MONTH

180,000
PAGE VIEWS PER
MONTH

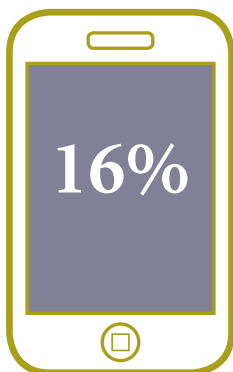
195
COUNTRIES
REPRESENTED



AUDIENCE DEMOGRAPHICS

- 65% UK
- 10% US
- 9% Rest of Europe
- 3% India
- 2% Far East
- 1% Middle East
- 10% Rest of world

MOBILE/IPAD USERS



hrmagazine DAILY BULLETIN



58,800



11,916



1,467

advertising rates.

online: www.hrmagazine.co.uk



HR Online www.hrmagazine.co.uk

On a normal month www.hrmagazine.co.uk receives 168,000 page impressions from 75,000+ unique users, so therefore a highly visible site read by professionals within the HR sector.

The options for advertising based on different levels of visibility are as follows;

ADVERT DESCRIPTION	CPM
Leaderboard	£60
MPU	£70
Skyscraper	£55
Mini Banner	£30
Overlay	£90



HR Daily eBulletin

The e-Bulletin lands in the inboxes of approximately 16,000 HR professionals on a daily basis (Every Mon-Fri morning before 11am)

It offers a unique medium in which to promote your message on specific time and date.

It is jam packed with the latest news hot off the press.

Advertising options are as follows;

ADVERT DESCRIPTION	RATE PER DAY	RATE FOR 5 INSERTIONS
Banner Advertisement	£500 per day	£2,000
MPU	£450 per day	£1,800
Sponsored Box	£600 per day	£2,400



HR Internal Dedicated E-Shots

A unique way in which to target HR professionals from a specific job title or geographical location in the UK on a given date and time of your choice.

Choose from our extensive email database of engaged readers all whom are avid followers of the HR Brand.

With over 16,000 up-to-date, influential contacts to choose from, you can send a targeted email specifically to those who you want to reach which will come branded with the distinctive HR Logo.

Cost per 1,000	£360
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**Minimum order of 5,000 contacts

HR TV

HR's video hub, choose from eight channels and showcase your video to our audience

- Reward & wealth
- Employee engagement
- Learning & development
- Employment law
- Leadership & management
- HR Technology
- Talent & resourcing
- Health & wellbeing

Price on application

HR eBook

Sponsor an eBook written by one of the top academics in HR. Package includes lead generation and branding. **Price on application**



online specs

Bulletin Specification (Please supply all files at a resolution of 72dpi)

ADVERTISEMENT	PIXEL SIZE W X H	MAX FILE SIZE	FILE FORMAT
Banner	600 x 100	100KB	gif / jpeg
MPU	300 x 250	100KB	gif / jpeg
Sponsorship	all formats		

Site Specification - General (Please supply all files at a resolution of 72dpi)

ADVERTISEMENT	PIXEL SIZE W X H	MAX FILE SIZE	FILE FORMAT	ANIMATION / DURATION
Skyscraper	120 x 600	100KB	swf / gif / jpeg	Max of 3 Frames
Wide Skyscraper	160 x 600	100KB	swf / gif / jpeg	Max of 3 Frames
MPU	300 x 250	100KB	swf / gif / jpeg	Max of 3 Frames
Leaderboard	728 x 90	100KB	swf / gif / jpeg	

ADVERTISEMENT	PIXEL SIZE W X H	MAX FILE SIZE	ANIMATION / DURATION
Video Banner	468 x 60	200KB	15 seconds
Video Skyscraper	120 x 600	200KB	15 seconds
Video MPU	300 x 250	200KB	15 seconds
Expandable Banner	468 x 60 / 468 x 350	200KB	10 seconds
Expandable Skyscraper	120 x 600 / 350 x 600	200KB	10 seconds
Expandable MPU	300x250 / 500 x 350	200KB	10 seconds
Video Expandable Banner	468 x 60 / 468 x 350	200KB	15 seconds
Video Expandable Skyscraper	100 x 600 / 350 x 600	200KB	15 seconds
Video Expandable MPU	300x250 / 500 x 350	200KB	15 seconds

PLEASE SEND COPY TO: JON REDMAYNE, Group Production Manager

HR magazine, St Judes Church, Dulwich Road, SE24 0PB

☎ 020 7501 6124 ✉ jon.redmayne@markallengroup.com

online specs cont.

Production Specification & Guidelines

General

- Animation length should not exceed 10 seconds
- Animation may have maximum of 3 frames
- Tweening is not recommended
- Mark Allen Business & Leisure reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement which is deemed
- All creatives are subject to final approval by Mark Allen Business & Leisure

Turnaround time: 48 hours (or 2 working days)

Flash (must be supplied with back-up Gif file)

- Embedded in the swf (Flash), must be the following action script (as an expression on the button), not the click-through URL (please supply this separately.) This ensures that the click-through opens in a new window and we can track clicks:

```
on (release)
{
  getURL(_root.clickTAG, "_blank");
}
```

If a Flash file needs to contain more than one link URL they will be passed via variables with postpositioned numbers (clickTAG1, clickTAG2 etc.) to differentiate them from each other.

Our ad serving partner supports up to 10 clickTAGs in a Flash file.

- Flash creatives must be supplied as minimum Flash version 7 SWF with a backup Gif image
- Maximum frame rate of 15 fps
- Animation length should not exceed 10 seconds
- Audio is permitted, but must be initiated by user click
- Audio should not exceed 10 seconds
- Clearly visible mute button if audio is used
- Clearly visible start / stop video controls

Turnaround time: 72 hours (or 3 working days)

Expandable / Interactive

Creatives can NOT be hosted by Mark Allen Business & Leisure and must be hosted by one of the following Rich Media 3rd parties:

Eyeblander, Tango Zebra, Eyewonder, DART Motif, Adform, Flashtalking, Mediamind, Mediaplex, Smartadserver, Adsafte, Bridgetrack, Emediate, Eyewonder, Facilitate, Spongecell, Teracent

- Flash creatives should be published as Flash version 7 SWF with a backup GiF or JPG image
- All Flash creatives must be set up by the 3rd party with sniffer code for flash 7 or above

- Maximum frame rate of 25 fps
- Interactive ads should auto-close after 15 seconds
- Automatic expansion is not permitted. Expansion to occur on mouseover and retract on mouseout.

If this is not possible a prominent close button is required which should be placed on the edge of original (non-expanded) unit

- Audio is permitted, but must be initiated by user click
- Audio should not exceed 15 seconds
- Clearly visible mute button if audio is used
- Video is permitted, but must be initiated by user click
- Video should not exceed 15 seconds
- Clearly visible start / stop video controls

Turnaround time: 72 hours (or 3 working days)

Rich media / Overlays

Creatives can NOT be hosted by Mark Allen Business & Leisure and must be hosted by one of the following 3rd ad servers:

DART, Atlas DMT, Bluestreak, PointRoll, Eyeblander, Mediaplex, Tango Zebra, Eyewonder, Adform, Flashtalking, Mediamind, Mediaplex, Smartadserver, Adsafte, Bridgetrack, Emediate, Eyewonder, Facilitate, Spongecell, Teracent

- Creative 3rd party tags must be in the format of javascript NOT iframes
- Max file sizes must be politely downloaded by 3rd party
- All Flash creatives must be published as Flash version 7 SWF with a backup GiF or JPG image
- All Flash creatives must be set up by the 3rd party with sniffer code for flash 7 or above
- Maximum frame rate of 25 fps
- Overlay/Interstitial ads should auto-close after 15 seconds
- Prominent close button required on 3rd party served Overlay/Interstitial ads
- Close button must be a fixed placement at the location of the first completely visible frame
- Audio is permitted, but must be initiated by user click
- Audio should not exceed 15 seconds
- Clearly visible mute button if audio is used
- Video is permitted, but must be initiated by user click
- Video should not exceed 15 seconds
- Clearly visible start / stop video controls

Turnaround time: 72 hours (or 3 working days)

PLEASE SEND COPY TO: JON REDMAYNE, Group Production Manager

HR magazine, St Judes Church, Dulwich Road, SE24 0PB

☎ 020 7501 6124 ✉ jon.redmayne@markallengroup.com



WHAT IS IT:

The premier awards event showcasing excellence in people strategy and rewarding those in HR who have achieved the most in the previous 12 months

WHEN IS IT:

2 July 2013 at the Hilton Park Lane

ATTENDEES:

500 senior HR professionals

FORMAT:

Networking reception followed by gala awards dinner and entertainment

SPONSORSHIP:

Headline and category sponsorship Price on application



WHAT IS IT:

Live web TV show including interactive research

WHEN IS IT:

Quarterly

ATTENDEES:

200+

FORMAT:

Live web TV debate broadcast from FT studios using professional presenter plus real-time and post debate research and on-demand

SPONSORSHIP:

Solus sponsor package includes branding, panellist on the show, editorial content, lead generation and advertising POA



WHAT IS IT:

The definitive ranking of directors and thinkers who have the greatest influence in the field of people strategy and whose ideas and actions are shaping practices in HR both in the UK and globally

WHEN IS IT:

September at Claridge's in London

ATTENDEES:

100 HR director level and leading HR academics

FORMAT:

A ranking produced with academic research partner Ashridge Business School and unveiled at a prestigious invitation-only event for top HR directors and leading academics. Plus accompanying supplement and dedicated website

SPONSORSHIP:

Annual solus/partner sponsorship incorporating event, content and advertising. Price on application



WHAT IS IT:

Collaborative forum providing bite size insights on a particular subject and designed to encourage dialogue and debate among participants. Each talk ends with three essential pieces of advice.

WHEN IS IT:

Half day sessions in central London

ATTENDEES:

30+

FORMAT:

Mixture of panel sessions, interactive debates, interviews and workshops, case study e-book in advance and participation in HR Talks community

SPONSORSHIP:

Participation in discussions, stand, advertising and content opportunities Price on application

Roundtables

WHAT IS IT:

An exclusive lunch to enable a high level, thought provoking discussion on a topical issue decided in conjunction with the sponsor and hosted by HR magazine's editor or features editor. HR magazine will invite key decision makers relevant to the theme of the event

WHEN IS IT:

As required at top London venue

ATTENDEES:

No more than 10

FORMAT:

Round table discussion followed by four page feature in HR magazine, presented like a run of paper feature to ensure greater engagement among readers. Key points may also be written up in news stories

SPONSORSHIP:

Solus sponsorship includes two representatives from the sponsor at the event, logo on accompanying feature and recognition when written up. Can also include filming of the event. Price on application



A unique board development programme for HR directors developed in conjunction with Steve Tappin, CEO of Xinfu and personal CEO confidant to Fortune 500 and high growth company CEOs, and Wayne Clarke, founding partner of The Global Growth Institute and employee engagement advisor to more than 300 CEOs, HR directors and boards around the world. This elite learning and development programme is for HR practitioners only providing the skills necessary for HR directors to take the next step. Includes practical sessions, one-to-one personal coaching and peer learning delivered by trusted advisors and personal confidants to chief executives globally and is invitation only. Inaugural participants include HR directors from Marks & Spencer, RSA Insurance, Cafcass and LOROL



A hand-picked network of 150+ HR directors and thinkers pushing the boundaries of HR forward. Members of the HR Leaders Club advise HR magazine on the big issues of the day and take part in research as well as helping the HR brand through appearing on judging panels for the HR Excellence Awards and at other events.

The Club meets occasionally at exclusive, intimate networking evenings focused around thought-leadership. There is also a dedicated member-only LinkedIn site. Later this year HR magazine will be launching a networking and learning group for HR high potentials looking to step into an HR director role.

Bespoke packages

HR magazine is innovative and flexible and likes to work on creative ideas. We can also offer breakfast seminars, bespoke research and contract publishing and welcome ideas from our community.



HR Legal Service was launched in light of the Legal Services Act, which has changed the way in which legal (and HR) advisory services in England and Wales are regulated and delivered and puts the consumer at the heart of the regulatory framework.

It offers an exclusive and innovative range of low, fixed fee HR legal advisory and online compliance and administration support services to take

full advantage of the changes introduced by the Legal Services Act. HR magazine is excited to offer its readers the opportunity to be at the forefront of such radical market change and deliver quality legal and HR services in an entirely different way.

HR Legal service is provided in conjunction with partner Employment Services Partnership (ESP). ESP combines the skills of qualified business

professionals with legal and HR employment practitioners (all qualified employment lawyers or CIPD qualified practitioners) and has successfully built a quality niche for itself in the market over the past 10 years, with clients saving tens of thousands of pounds a year.

The HR Legal Service brand can be reached through a dedicated website hrlegalservice.co.uk as well as Twitter, Facebook and LinkedIn

job rates.

mediakit2014

HR

HRjobs.co.uk

For more information call:

RACHEL MCELHINNEY ☎ 020 7501 6728

✉ rachel.mcelhinney@markallengroup.com

OUR STATS



HR Magazine

8,026

circulation of HR irectors

hrmagazine.co.uk

75,000+

unique users every month



Twitter®

45,000

followers

Daily Email
Bulletin

16,000+

subscribers



Rate Card

HR Jobs is the new jobsite from the leading HR title – HR magazine.

(www.hrmagazine.co.uk).

With a leading monthly magazine and a strong digital footprint, this is sure to be the most eagerly-awaited, exciting launch into the HR Jobs market.

RATES

Basic listing £899

Enhanced listing £999

Enhanced Premium Listing £1098

UPGRADES (price per upgrade in addition to your chosen listing)

Featured Recruiter logo £395

Button (ROS or targeted) £395

Featured job on the homepage £595

Top job £395

Banner (ROS or targeted) £795

Branded job/s £595

Microsite £795

Video (job site or HR TV) £600 per month

Targeted email £1595

All rates are exclusive of VAT

Rich media & non-rich media adverts need to adhere to the specifications above. Creative can be supplied in .gif or swf (flash).

Non-rich media

In addition to the copy, please supply the click through link.

Rich media

When supplying rich media adverts you must also supply an alternative .gif embedded in the .swf (flash), must be the following action script (set as an expression on the button), not the click through URL (please supply this separately).

This ensures that the click through opens in a new window and we can track clicks to report on the success of our campaign:

```
on (release) {getURL (clickTAG;"_blank");}
```

Please also supply us with the link that you want click through to be directed to.

Indesign / Photoshop / Illustrator documents

Mac compatible only-with fonts and images supplied. For copy to set adverts, text as Word or Indesign files with Mac based fonts. Alternatively send a high res PDF with 3mm bleed.

For more information call:

RACHEL MCELHINNEY ☎ 020 7501 6728

✉ rachel.mcelhinney@markallengroup.com

ONLINE PACKAGES

PACKAGE	DESCRIPTION	RATE
Rapid Response	<ul style="list-style-type: none"> ■ Enhanced premium listing ■ Featured job on home page ■ Featured recruiter button 	£1394
Targeted Response	<ul style="list-style-type: none"> ■ Enhanced listing ■ Top job ■ Targeted Button ■ Targeted email 	£2594
Impact Response	<ul style="list-style-type: none"> ■ Enhanced premium listing ■ Banner ■ Featured job on home page 	£1693

PRINT PACKAGES

DESCRIPTION	RATE
SCC (print only)	£47
Eighth page + Rapid Response	£1756
Quarter page + Rapid Response	£2320
Half page + Rapid Response	£3542
Full page + Rapid Response	£5986

Print Mechanical Data

DESCRIPTION	DIMENSIONS
Quarter page	130mm x 102mm
Half page horizontal	130mm x 207mm
Half page vertical	260mm x 102mm
Banner page	240mm x 207mm
Full page	260mm x 207mm

Online Advertising Specifications

DESCRIPTION	PIXELS	FILE SIZE
Banners	728 x 90	30k
Buttons	120 x 90	30k
Logos	120 x 60	30k