

# ANAESTHESIA NEWS

## TRADE ADVERTISING RATES

The official magazine of the Association of Anaesthetists of Great Britain & Ireland



Anaesthesia News now reaches over 11,000 anaesthetists every month and is a great way of advertising your course, meeting or product.\*



Anaesthesia News is free to all members. It is posted at the end of every month with the journal, *Anaesthesia*. According to our recent membership survey 98% of our members read Anaesthesia News!

For further information on advertising  
**Tel: +44 (0) 121 200 7820**

Email: aagbi@ob-mc.co.uk

\* We reserve the right to refuse any adverts that we feel may not be appropriate

[www.aagbi.org](http://www.aagbi.org)

### ADVERTISING RATES 2016-2017

ALL PRICES SHOWN ARE EXCLUSIVE OF VAT	ONE MONTH	TWO MONTHS	THREE MONTHS	SIX MONTHS	TWELVE MONTHS
		5% DISCOUNT	10% DISCOUNT	25% DISCOUNT	50% DISCOUNT
FULL COLOUR					
INSIDE FRONT COVER	£1460	£2774	£3942	£6570	£8760
BACK COVER	£1750	£3325	£4725	NOT AVAILABLE	NOT AVAILABLE
FULL PAGE	£950	£1805	£2565	£4275	£5700
HALF PAGE	£689	£1309	£1860	£3100	£4134
QUARTER PAGE	£447	£849	£1207	£2011	£2682

Back cover only available for certain months of the year. Please see reverse for advertisement guidelines

### BOOKING DEADLINES

JAN 2016	2nd Nov 2015
FEB 2016	1st Dec 2015
MAR 2016	4th Jan 2016
APRIL 2016	3rd Feb 2016
MAY 2016	5th Mar 2016
JUNE 2016	4th Apr 2016
JULY 2016	3rd May 2016
AUG 2016	3rd June 2016
SEPT 2016	4th July 2016
OCT 2016	3rd Aug 2016
NOV 2016	2nd Sept 2016
DEC 2016	3rd Oct 2016
JAN 2017	3rd Nov 2016
FEB 2017	1st Dec 2016
MAR 2017	4th Jan 2017
APRIL 2017	3rd Feb 2017

### DISTRIBUTION

CONSULTANTS/SAS	56.35%
TRAINEES	29.00%
OVERSEAS	3.47%
RETIRED	10.19%
OTHER	0.99%



**THE ASSOCIATION OF ANAESTHETISTS**  
of Great Britain & Ireland

# ADVERTISEMENT GUIDELINES

## ADVERTISEMENT SIZES

1/4 Page	124mm x 88mm
1/2 Page Landscape	124mm x 180mm
1/2 Page Vertical	256mm x 88mm
Full Page	256mm x 180mm
Full Page (With Bleed)	282mm x 216mm (type area 256mm x 180mm)

## ACCEPTED FORMATS

PDF	Please supply your advert in high resolution (300dpi CMYK) PDF with all fonts embedded.
JPEG or TIFF	Please supply your advertisement in high resolution (300dpi CMYK) jpeg or TIFF.
WORD	Word files can also be accepted, but copy will be reformatted by our design team. Please ensure that graphics are at least 300 dpi.

## SENDING ARTWORK

EMAIL	Please email your artwork and booking form to <a href="mailto:aagbi@ob-mc.co.uk">aagbi@ob-mc.co.uk</a> Please add your full contact details within the email in case we need to contact you.
VIA WEB	If your advert is too large to email then please use the free upload and send service from <a href="http://www.wetransfer.com">www.wetransfer.com</a> . Recipient: <a href="mailto:aagbi@ob-mc.co.uk">aagbi@ob-mc.co.uk</a> Please add your full contact details within the message field in case we need to contact you.

## PROOFING

VIA EMAIL	To ensure that you are happy with your advertisement a PDF proof will be emailed prior to publication.
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