

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

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 aagbi@ob-mc.co.uk 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 www.wetransfer.com . Recipient: aagbi@ob-mc.co.uk 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. |
|-----------|--|