



Advertising Rates

Effective 1 January 2003

UK Edition

	Colour
Full page	£6,150
Double page spread	£12,200
Half page	£3,400
Third page	£2,400
Quarter page	£1,800
Display unit	£650

Special positions

Facing comment	£6,510
1st right hand page	£6,510
1st double page spread	£13,000
Half landscape spread	£7,000
Inside front cover	£6,510
Outside back cover	£6,700
All other guaranteed positions	+10%
Bleed	+10%

Publishers' and Charities' rates

	Colour
Full page	£4,000
Half page	£2,250
Third page	£1,325
Quarter page	£1,105
Display unit	£410

Booking deadline 3 weeks before the cover date

Copy deadline 11 days before the cover date

Loose insert rates (Costs per '000)

Weight	Newstrade copies	Subs copies	Full run
1-10g	£63	£96	£63
11-15g	£79	£127	£79
16-20g	£96	£164	£96
21-25g	£111	£201	£111
26-30g	£127	£238	£127

Bound-in inserts add £15 per '000

Maximum insert size 266mm x 200mm

Minimum size 148mm x 105mm

Booking deadline 3 weeks before the cover date

Insert deadline 5 days before the cover date

NewScientist.com (banner advertisements)

Creative	Guaranteed section	Run of site (cpm)	Max size
Banner	£50	£35	12K
Skyscraper	£60	n/a	15K
Pop-up	£50	£40	12K

Rich Media ads accepted – POA

Every 3+ creative executions add £2 per '000

Australian Edition (magazine)

	Colour
Full page	£1,880
Facing comment	£2,260
Inside front cover	£2,480
Outside back cover	£2,480
Double page spread	£3,770