

### Summary of Terms and Conditions for the acceptance of all Advertising.

The issue of an Order Confirmation shall amount to an offer by Danby Advertising, acting on the behalf of the publisher, to the advertiser to enter into a contract. The signature and return of an Order Confirmation shall amount to the advertisers acceptance of the contract.

The advertiser will ensure that copy is received in the correct format before the due copy date. If the advertiser does not fully comply the publisher reserves the right to repeat the advertisers previous copy, if available, or charge the gross amount for the space booked as shown in the rate card section.

The advertiser is responsible for ensuring the advertisement complies with any legal or regulatory requirements. The publisher reserves the right to suspend any advertisement deemed as in breach of its requirements, without breach of contract.

Any production work deemed necessary to bring any advertisements to the publishers required format will be charged for.

An advertiser may change the size or shape of an advertisement, or cancel an advertisement by giving notice in writing not less than 12 weeks before copy date. Any cancellation notice issued other than 12 weeks before copy date shall be ineffective and the advertiser shall be liable to pay the gross amount for the space booked as shown on the rate card.

The publisher and editor reserve the right to change the reserved location of an advertisement at any time for good reason, without breach of contract.

All amounts quoted are exclusive of VAT, which shall be due at the rate ruling on the payment date.

Pre-payment is required before copy date for all advertising. Where credit terms are agreed, advertising will be invoiced on publication and payment will be due 30 days from the date of invoice. Credit Forms available from RSGB HQ. There must be no sub-selling of RSGB advertising space without written permission from the RSGB.

Any claim by the advertiser, based on any error or omission in the advertisement, shall be notified to the publisher not more than 7 days after receipt of their invoice, as supplied on publication. A full copy of the Terms and Conditions for the acceptance of advertising is available on request.

*The Radio Society of Great Britain and Danby Advertising will not accept any liability for quality of reproduction when files are not supplied in the accepted format, or for error where a suitable proof has not been provided.*

*Copy provided in formats other than those accepted may incur a pre-press production charge on the amount of work involved to bring them to the specified format.*

Full terms and conditions can be found online

	1 Insertion	6 Insertions	12 Insertions
Full Page	£1365	-10%	-20%
Half Page	£735	-10%	-20%
Quarter Page	£465	-10%	-20%
Eighth Page	£275	-10%	-20%
Business Card	N/A	£195*	£390*

Premium Rates may apply to certain positions, inserts rates available on request  
\* One off setup charge applies £40

### Copy deadlines (subject to verification) 2020

Issue	Booking deadline	Copy deadline
January	21 November	23 November
February	19 December	3 January
March	21 January	24 January
April	19 February	21 February
May	25 March	27 March
June	22 April	24 April
July	27 May	29 May
August	24 June	26 June
September	22 July	24 July
October	26 August	28 August
November	23 September	25 September
December	21 October	23 October

### Mechanical Data width x depth (mm)

	Type	trim	bleed
Double page spread	400x277	420x297	426x303
Full page	190x277	210x297	216x303
Half page horizontal	190x135	210x145	216x148
Half page vertical	93x277	103x297	106x303
Quarter page	93x135	n/a	n/a
Eighth page	93x67	n/a	n/a

### Artwork specs – accepted formats

All files must be supplied in CMYK colour space, along with all fonts and images embedded in high resolution PDF. We also accept copy supplied as QuarkXpress, Indesign, Photoshop and Illustrator EPS files, JPEG, TIFF, but there may be a charge for handling these files. Crop marks and bleed (where applicable) must be included. Files must be full size and of high resolution. Images must be at least 300dpi.

### Please send your copy or files on disc to:

Danby Advertising, Fir Trees, Hall Road, Hainford, Norwich, NR10 3LX, UK.  
All files must be digital files and supplied on CD or via Email to [adsales@rsgb.org.uk](mailto:adsales@rsgb.org.uk)

Any amendments to files supplied will incur extra charges, Danby Advertising will be happy to make amendments for an additional fee.

### Creative Design Service

We offer a graphic design service for any advertiser who may require help creating their advertising. A brief for the design must be received at least two weeks before copy deadline. Please call for a quote on 01603 898678. or Fax on 01603 898678

[www.rsgb.org/radcom](http://www.rsgb.org/radcom) [chris@danby-online.co.uk](mailto:chris@danby-online.co.uk)

# Grow your Business Reach new markets

RadCom magazine gives you the highest guaranteed UK circulation to the serious amateur radio enthusiast – **at the very best value price**



Did you know that RadCom:

- Is the only dedicated amateur radio magazine with a verifiable 22,000 circulation – guaranteed!
- Is the only dedicated amateur radio magazine to give you 'real value' at best possible cost. The advertising cost starts at as little £35.00!
- Is recognised as 'the industry magazine' for the serious amateur radio devotees!

**So, if you want to be amongst those who already know...  
Don't miss out - call Chris Danby on 01603 898678**

[www.rsgb.org/radcom](http://www.rsgb.org/radcom) [chris@danby-online.co.uk](mailto:chris@danby-online.co.uk)

**To advertise call Chris Danby on 01603 898678**

# If you want to reach people interested in radio, computers or electronics then you need to know about RadCom !

RadCom reaches more than half of the estimated active amateurs in the UK, who make up the backbone of Britain's radio engineers, wireless system technicians and electronic gurus. The only advertising medium that reaches the majority of these people is RadCom.

RadCom is easily the biggest circulation amateur radio magazine in the UK and no one has more information every month on the subject. At a 100 page issue size, RadCom is around 30% bigger than its nearest rival and contains more content than any other magazine in the market.

As part of our on-going development we are producing a lively, dynamic and forward-looking magazine catering for the fastest growing circulation in the market. As a subscription only magazine, RadCom is for those people who are firmly committed to radio as a hobby, with every reader actively scanning the pages every month. RadCom's advertising reach extends to almost every radio amateur in the UK and it is easily the best medium to target this vibrant market.

- **Ideal for recruitment**
- **Online RadCom also available**
- **Two additional online magazines**
- **Read worldwide with 10% of Members overseas**
- **Has a highly computer literate readership**
- **Membership are avid users of technology**
- **The biggest radio magazine to reach Britain's radio amateurs**

The collage displays several magazine pages from RadCom. The top left page is an advertisement for 'Electronics Technician at CERN'. The top right page features a review of the 'Gemini 23 1296MHz linear amplifier'. Below that is a 'Feature' article titled 'More schools contact the ISS'. The middle right section contains a 'Technical' article on 'VDSL2 radiation and its signal characterisation'. The bottom left has a 'New Products' section with photos of various electronic components. The bottom middle shows a 'Regulars' section for 'HF' with a photo of a radio tower. The bottom right includes an 'Awards' section and a 'North Korea' article.

## Every month RadCom contains

### News & New Product pages

All the latest news and equipment that will interest the technically minded radio enthusiast

### Reviews

Considered in-depth technical reviews of major amateur radio equipment Antennas both large and small Kits and test equipment

### Technical features

All levels of construction projects from mixers to transceivers Raspberry Pi and Arduino projects Antenna theory and construction

### Regular Columns

Everything from EMC to HF operating and QRP to Homebrew

## Who are Radio Amateurs?

In a recent survey of Radio Society of Great Britain Members it was found that:

- They are affluent with 60% being HF orientated where equipment can cost between £2000 and £10,000
- Most are A1 or B1 consumers and highly skilled individuals
- Of the same amateurs, many list IT and technology as an interest they have outside radio
- 75% of radio amateurs are constructors of things electronic
- They are decision makers in their work environment
- Amateurs list DIY and gardening as major interests along with large numbers who enjoy military history, aircraft and country pursuits

So, if you want to reach a regular and loyal readership, interested in all things electronic and with money to spend then RadCom is the advertising medium to use!

[www.rsgb.org/radcom](http://www.rsgb.org/radcom)

To advertise call Chris Danby on 01603 898678 or email [chris@danby-online.co.uk](mailto:chris@danby-online.co.uk)