



English Bridge Magazine

Who Reads English Bridge?

- ◆ An ABC audience with high disposable income
- ◆ Homeowners
- ◆ Three or more credit cards
- ◆ Enjoy overseas holidays, often long haul, winter sun holidays and winter breaks
- ◆ Have two cars, one bought new
- ◆ Have investment portfolios
- ◆ Support charities
- ◆ Hobbies: eating out, theatre, gardening, golf
- ◆ Buy wine by mail order
- ◆ High PC ownership
- ◆ Internet users
- ◆ Average age 55-60
- ◆ Readership over 50,000

Discovery & Website

What is Discovery?

- ◆ Discovery is our online magazine published in July
- ◆ Emailed to every member
- ◆ Aimed at the Beginners/Intermediate Players

Website

- ◆ Website home page advertising
- ◆ Online Bridge Competitions
- ◆ Newsletters via Email
- ◆ Strong Social Media Presence

To Advertise in English Bridge Magazine

Please contact Chris Danby on

T: 01603 898678

E: adsales@ebu.co.uk

Please note all enquiries regarding English Bridge other than advertising should be directed to the EBU on 01296 317200.

www.ebu.co.uk



English Bridge Magazine

Rate Card

	1 Issue	3+ Issues
Full Page:	£1275	£1142
Half Page :	£662	£588
Quarter Page Vertical:	£397	£353
Eighth Page:	£220	£201

All rates are payable in advance and subject to VAT

Booking Dates 2024

	Final Booking Date
February Edition	January 11th
May Edition	April 11th
September Edition:	August 22nd
December Edition	October 31st

Advert Sizes

Full Page:	163mm x 238mm + 3mm Bleed
Column size:	143mm x 210mm
Half Page Landscape:	143mm x 102mm
Half Page Vertical:	69mm x 210mm
Quarter Page Vertical:	69mm x 102mm
Eighth Page:	69mm x 49mm

Publication Dates 2024

February Edition	February 2nd
May Edition	May 2nd
September Edition:	September 12th
December Edition	November 28th

Discovery Rate Card

Full Page:	£600
Half Page :	£350
Quarter Page :	£250

All rates are payable in advance and subject to VAT

Advert Sizes

Full Page:	238 x 168mm
Half Page Portrait:	168 x 119mm
Quarter Page Landscape:	102x 69mm

Booking Date

June 14th

Publication Date

July 3rd

Website Rates

Home Page Advert

£220 per month

♠ Artwork specs – accepted formats

We accept copy supplied as QuarkXpress, Indesign, Photoshop and Illustrator EPS files, JPEG, TIFF, and PDF format (optimised for press Quality) files. All files must be supplied in CMYK colour space, along with all fonts and images embedded in High resolution PDFs. 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 advert copy to:

All files must be Digital files and supplied via Email to ebu@danby-online.co.uk. All digital files must be accompanied by a page proof. Electronically transmitted files must be followed by a page proof to arrive by post no later than the copy deadline. Any amendments to files supplied will incur extra charges, Danby Advertising will be happy to produce your advert or make amendments to your artwork 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 01603 898678. or Email: Chris@danby-online.co.uk

♣ Summary of Terms and Conditions for the acceptance of Advertising.

The issue of an Booking Form 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 a Signed Booking Form 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 advertiser's 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 the requirements, without breach of contract. Any production work deemed necessary to bring any advertisements to the publisher's 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 the English Bridge Union.

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. We cannot accept responsibility for errors in copy provided or proofed by the advertisers.

A full copy of the Terms and Conditions for the acceptance of advertising is available on request. The English Bridge Union 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, based on the amount of work involved to bring them to the specified format.

We urge advertisers to check spellings and locations in their adverts. The EBU reserve the right to remove adverts if they contain mistakes that lower the high standards of presentation within the magazine.