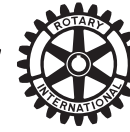


Rotary

Rotary
Great Britain & Ireland



RATE CARD 2021

The ROTARY reader is upmarket, influential and high-spending. They bring together business and professional leaders who want to give back, not only to their own but to the wider global community. This is a unique and distinguished audience who are hard to reach.

With an age of predominantly 55+, members are typically empty nesters with no mortgage and the resources to afford a premium lifestyle. ROTARY magazine offers an unrivalled opportunity to engage with this audience.

COSTS

DISPLAY

DPS	£3,182
Full Page	£1,768
Half Page Landscape	£972
Half Page Portrait	£972
Quarter Page	£525

SPECIAL POSITIONS

Inside Front Cover	£2,033
Inside Back Cover	£2,033
Outside Back Cover	£2,121

INSERTS

Up to 10 grams	£42
Up to 20 grams	£50
Over 20 grams	POA

MARKETPLACE

Quarter Page	£425
Eighth Page	£250
Sixteenth Page	£125

LINAGE

Up to 20 words	£25
Up to 40 words	£40
Up to 60 words	£55
Over 60 words	POA

ONLINE

E-Newsletter	£495
Native web feature	£295

ADVERTORIAL

Full Page	£2,210
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Please note a minimum of 51,000 loose inserts applies to the quotes. All prices subject to VAT. All prices are per ad for one insertion.



Rotary is one of the world's largest, most successful global membership and humanitarian service organisations, with over 1.2 million members in over 200 countries. Rotary's 45,000 members in over 1,600 clubs in Great Britain and Ireland volunteer their time to tackle challenges at home and abroad in areas including:

- Promoting Peace
- Fighting Disease
- Providing Clean Water
- Supporting Education
- Saving Mothers and Children
- Growing Local Economies
- Environment

55k

CIRCULATION

ROTARY is the official membership magazine for Rotary Great Britain & Ireland. It is published six-times a year and distributed directly to 45,000 members. An additional 10,000 copies are circulated to business airport lounges and cruise travel points across the UK.

The magazine covers a wide range of fascinating features, exclusive interviews and inspiring human-interest stories from across the world of Rotary.

CONTACT US

ADVERTISING

Amber Kyriacou
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01727 739 186

STUDIO

Caitlyn Hobbs
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01727 739 189

DATES FOR YOUR DIARY

Month/Issue	THEME	BOOKING DEADLINE	ARTWORK DEADLINE	INSERT DEADLINE	PUBLISHING DATE
February/March 2021	Environment & Financial Planning	15 January	18 January	20 January	09 February
April/May 2021	Microfinance / Tech & Home Working	17 March	18 March	24 March	09 April
June/July 2021	Literacy & Education / Volunteer Expo & Gardening	18 May	19 May	24 May	09 June
August/September 2021	Micro Finance and Entrepreneurs	21 July	22 July	26 July	11 August
October/November 2021	Polio	16 September	17 September	21 September	06 October
December/January 2022	Criminal Justice & Travel	17 November	18 November	23 November	08 December

88%
MALE READERSHIP

82%
OF READERS ARE ABC1

54%
EDUCATED AT DEGREE LEVEL

650K
ONLINE USERS

38K
NEWSLETTER SUBSCRIBERS

For bespoke advertising or sponsorship opportunities, please contact Century One Publishing for more details. Please refer to our terms and conditions.



Rotary

Artwork specifications

Display

DPS	width and height (mm)
Bleed size	426 x 556
Trim size	420 x 550

Please don't place text in the 10mm either side of the vertical centre to allow for the gutter.

Full Page	width and height (mm)
Bleed size	216 x 281
Trim size	210 x 275
Type size	190 x 265

Half Page	width and height (mm)
Trim size	183 x 117
Landscape (no bleed required)	

Half Page	width and height (mm)
Trim size	90 x 240
Portrait (no bleed required)	

Quarter Page	width and height (mm)
Trim size	90 x 118
Landscape (no bleed required)	

Digital

E-Newsletter

Headlines
Content - 200 words max
300 dpi, large JPEG image saved at 100%

Native Web Feature

Headlines
Standfirsts
Content - 750 words max
5 images - 300 dpi, large JPEG images saved at 100%
Main feature image must not contain any text
Call to action hyperlink to product or advertiser's website

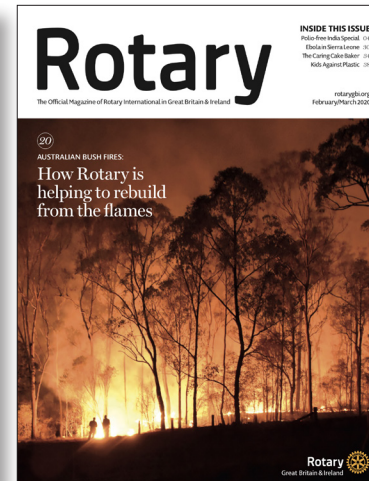
Artwork creation

NEW DESIGN	DESIGN COST	INC I.P. RIGHTS
DPS	£685	£795
Full Page	£415	£525
Half Page	£265	£345
Quarter Page	£160	£245

UPDATING EXISTING ARTWORK COST PER AD

Amending artwork	£50	
Small text amends	£30	Applies to both artwork created
Extra amends/proof (per round)	£20	by us originally and artwork
Creating PDF from your files	£20	supplied by yourself

All prices quoted are subject to VAT. Please refer to our terms and conditions.



High res, press ready artwork should be supplied in digital format to copy@centuryonepublishing.uk. PDF, JPG or TIFF files accepted. Please note that Microsoft Word and Publisher files are not accepted. All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded. We regret we are unable to accept responsibility for the outcome of digitally supplied material unless accompanied by an exact colour proof.

STEP ONE

Decide your ad size and whether you need artwork produced. Tell your sales rep and complete the booking form.

STEP TWO

Once all is booked in, our design studio will contact you to discuss the look of your ad and obtain your branding guidelines and your ideas for the design and what you want it to communicate.

STEP THREE

Send the designer your copy and images, high res logos, colour references and branding guidelines if applicable, along with any other information that you would like on the ad.

STEP FOUR

The designer will email over an artwork approval form (this is your proof). Mark up any amends or call to discuss. Or if it looks good sign and return the form.

STEP FIVE

A second proof will be issued for sign off. Fill in the form at the bottom and return to the designer. Additional amends/proofs may incur additional charges. If you have purchased the intellectual property rights (where applicable) we will send you the press ready pdf and all design files.

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