

# NAVY NEWS

## National and International circulation

Navy News, the newspaper of the Royal Navy since 1954, has a monthly print run of up to 30,000.

Month by month it features Naval Service operations and exercises, developments in ships and naval aviation, organisational changes, human interest stories, charitable works, sports, historical features and book reviews, reflecting the wide range of its readership appeal.

Ex-pat communities and ex-Service Associations use its columns to keep in touch with present developments and old shipmates, while foreign embassies and Press Correspondents scan its pages regularly, picking up items they have missed through the usual lines of communication. Navy News also reports every month on Sea Cadet activities.

Up to 10,000 copies of Navy News are sold every month through newsagents and subscriptions. Copies are also available to almost every member of the Naval Service through ships and shore establishments.

In a 2016 survey our readers returned a 90%-plus satisfaction rating for both content and presentation of Navy News.

Where readers may differ in location, analysis of the subscriber base suggests people are time rich and have a high disposable income. Key interests and hobbies include holidays, charity, equity release, outdoor pursuits, motoring, private education and property.

Whatever your product or service, your advertisement will target a welcoming audience.

Our advertising team is waiting for your call and we can assure you that the same high standards of customer care which have applied over the years will continue. Your best interests are our prime concern. Let us help you to make the most of your company, its products and services.

**Telephone:** +44 (0)23 9262 3553 or 5235

**Fax:** +44 (0)23 9262 5700 or 5279

**email:** [advertising@navynews.co.uk](mailto:advertising@navynews.co.uk)

**web:** [navynews.co.uk](http://navynews.co.uk)

## Paper Rates (1 April 2017)

### Display Fixed Size Adverts:

A: Full Page	£3,000 ex VAT
B: 1/2 Page Horizontal	£1,667 ex VAT
C: 1/2 Page Vertical	£1,667 ex VAT
D: 1/4 Page	£909 ex VAT
E: 1/8 Page	£462 ex VAT
F: 1/4 Page Banner	£909 ex VAT
G: 1/8 Page Banner	£454 ex VAT
H: 100mm Banner	£1,263 ex VAT
J: 50mm Banner	£656 ex VAT
K: 10mm Slug	£123 ex VAT

### Display Columns:

Per 10mm (Min 30mm)	£25
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### Classified Columns:

Per 10mm (Min 30mm)	£15
Run-on adverts (Min 30 words)	£1 per word

### Inserts:

Leaflets	£25 per 1,000
Leaflets (Subscribers only)	£85 per 1,000

### Discounts:

Agency and series discounts are available on application.

### Conditions of Acceptance:

Navy News reserves the right to refuse to publish any advertisement offered for publication or any copy for any advertisement for which an order has been accepted.

Navy News does not guarantee the insertion of any advertisement in any specified issue and will not accept liability for any loss occasioned by failure to publish an advertisement from any cause whatever.

Navy News reserves the right to make any amendments that it considers necessary and will not be liable for any errors or omissions.

Description of goods for sale or services offered in advertisements must comply with the requirements of the Trades Description Act.

The Advertiser will indemnify the Proprietor, the Representatives and the Printer of the journal against any damages which they may sustain in consequence of the publication of his advertisement.

Notice of cancellation must be received in writing 5 weeks preceding publication date.

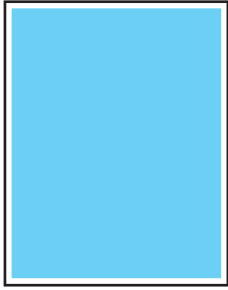
### Payments:

Payments accepted by cheque, debit/credit card or BACS (details available on request).

Cheques to be made payable to HMG 1800

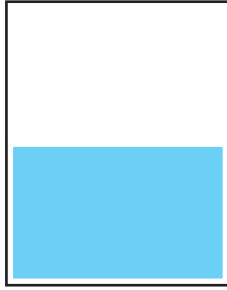
# Navy News Advertising Card

## Display Fixed Size Adverts



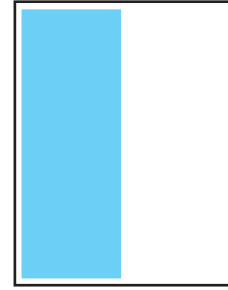
**A: Full Page**

Height: 338mm Width: 264mm



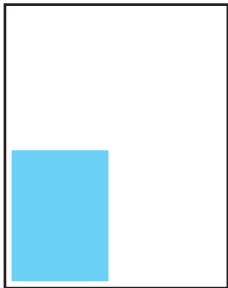
**B: 1/2 Page Horizontal**

Height: 168mm Width: 264mm



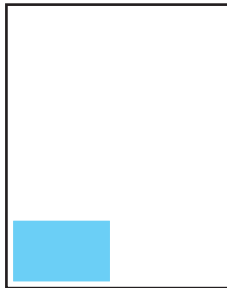
**C: 1/2 Page Vertical**

Height: 338mm Width: 130mm



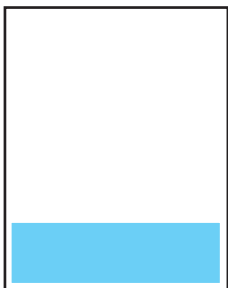
**D: 1/4 Page**

Height: 168mm Width: 130mm



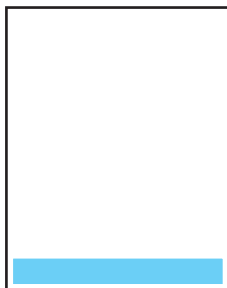
**E: 1/8 Page**

Height: 80mm Width: 130mm



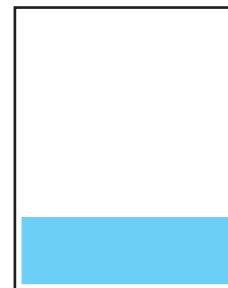
**F: 1/4 Page Banner**

Height: 80mm Width: 264mm



**G: 1/8 Page Banner**

Height: 40mm Width: 264mm



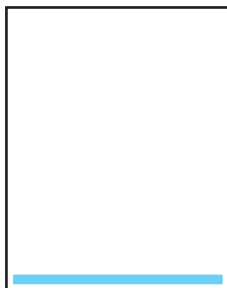
**H: 100mm Banner**

Height: 100mm Width: 264mm



**J: 50mm Banner**

Height: 50mm Width: 264mm



**K: 10mm Slug**

Height: 10mm Width: 264mm

## Display Columns

### Columns

1	2	3	4	5	6
41mm	85mm	130mm	174mm	219mm	264mm

Maximum column height: 338mm

Minimum column height: 30mm

Height: in mm

Width: in mm

## Classified Columns

### Columns

1	2	3	4	5	6	7	8
29mm	63mm	96mm	130mm	163mm	197mm	230mm	264mm

Maximum column height: 338mm

Minimum column height: 30mm

Height: in mm

Width: in mm

## Production Overview

### URNs:

Unique Reference Numbers (URNs) are allocated to every advertisement booked, these seven-digit numbers enable us to identify the files received and match them to the page.

Always start your filename with this number, and use it in all correspondence to make it easier to identify your artwork and minimise the potential for errors.

### Classified or Display?:

Your advertising executive will explain the different sizes available.

These adverts differ in sizing and costs, and Classified Adverts will ONLY run in the Classified section of Navy News. If you are not sure, please ask your Advertising Executive.

### Advert Production Service:

If your copy is ready in good time and you are unable to supply a completed advertisement, our in-house Graphic Design service is available to create your advertisements.

This service however offers a limited choice of typefaces and a single proof.

Please ensure you make this requirement clear when you make your booking, so your advert can be correctly processed.

### Copy deadlines:

Space for advertisements not received by the copy deadline will be charged for.

### Resolution:

All bitmap images for Colour and Mono should be a minimum 300dpi at the used size.

### File Type:

All files must be in PDF/X-1a:2001 format with all fonts embedded, or JPEG, minimum 300dpi at the used size.

### File Dimensions:

All files should be created to the exact dimensions of the booked space.

Please do not include Bleed, Crop Marks or additional white space.

### File Delivery:

All files should be sent to: [graphics@navynews.co.uk](mailto:graphics@navynews.co.uk) and copied to [ads@navynews.co.uk](mailto:ads@navynews.co.uk)