

animal life

PUBLISHED BY THE RSPCA, WILBERFORCE WAY, SOUTHWATER, HORSHAM, WEST SUSSEX RH13 9RS www.rspca.org.uk

READERSHIP PROFILE

- The most authoritative animal welfare magazine aimed at people who care about animals.
- **Circulation:** 38,000 (members only).
- **Total readership:** 114,000.
- Ideal opportunity to support the world's largest and oldest animal welfare charity.
- 39 per cent of readers have supported the RSPCA for more than 10 years.
- 77 per cent of readers either own a cat or a dog.
- 75 per cent of readers are women.
- **Age groups:**
 - Under 25 – 9%
 - 25–34 – 12%
 - 35–44 – 19%
 - 45–54 – 20%
 - 55–64 – 20%
 - 65+ – 20%
- **Socio-economic group:**
 - ABC1 – 45%
 - C2DE – 55%

PRODUCTION DETAILS

- **Published quarterly:** Spring, Summer, Autumn and Winter.
- **Copy deadline:**
 - Spring – end February. Summer – end May.
 - Autumn – mid August. Winter – mid November.
- **Preferred formats:**
 - **Pdf files** saved using press quality/pass4press job options. Fonts embedded, cmyk, 300dpi and crop marks with 3mm bleed.
 - **InDesign CS3:** collected for output (including screen and printer fonts, images and logos). Digital files must be supplied on a mac format CD and accompanied by a colour proof. *Please note: all images must be 300dpi cmyk files.*
 - **Quark 7:** collected for output.
 - **Illustrator CS eps:** cmyk with all text converted to outlines.
 - **Photoshop CS eps.**

MECHANICAL DETAILS AND ADVERTISEMENT RATES

All measurements are in mm/height x width.

- **Double page spread –**
 - 303 x 426 *bleed* 297 x 420 *trim* 277 x 400 *type* **£4,000**
- **Full page –**
 - 303 x 216 *bleed* 297 x 210 *trim* 277 x 190 *type* **£2,000**
 - Outside back cover **£2,600**
 - Inside front cover **£2,500**
 - Inside back cover **£2,000**
- **Half page landscape –** 125 x 174 **£1,250**
- **Half page portrait –** 254 x 85 **£1,250**
- **Quarter page landscape –** 129.5 x 80.5 **£700**
- **Quarter page portrait –** 125 x 85 **£700**
- **Eighth page –** 60.5 x 85 **£400**
- **Sixteenth page –** 60.5 x 40.5 **£250**

INSERT RATES

Insert rates are per thousand. Higher weights costed on application.

- **Weight up to 6gms** **£60**
- **7–9gms** **£70**
- **10–12gms** **£80**
- **13–16gms** **£90**

ADVERTISING CONSULTANTS

- **Terry Lock Media Sales Ltd**
3 Forest Way, Ashted, Surrey KT21 1JN
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