

## Advertising Rates

## DAILY EXPRESS

### DISPLAY MONO

	SCC	PAGE
Firm Day	£97.00	£23,765
Run of Week	£85.00	£20,825
North (Including Scotland)	£36.00	
Scotland Only	£19.00	
South (Page size – 35cm x 7 columns = 245cm)	£60.50	

### DISPLAY OTR COLOUR

Firm Day	£141.00	£34,545
Run of Week	£128.00	£31,360

### FEATURES (MINIMUM 5 SCC'S)

Holidays & Travel, Gardening, Postal Bargains	£85.00
Express Money	£97.00

### SPECIAL POSITIONS

Any Positional Guarantees	+10%
Back Page Solus	£4,250
Express Money Front Page Earpiece	£500.00

DAILY EXPRESS

**Saturday**

## Advertising Rates

### DISPLAY COLOUR

### PAGE

Run of Magazine £30,000

### SPECIAL POSTIONS

Outside Back Cover £35,000

Inside Front Cover/Inside Back Cover £34,000

Any Other Positional Guarantees £33,000

### ADVERTISEMENT FEATURES

Page £39,000

Sponsorship Rates On application

### INSERTS

Loose insert (sheet to 16 Pages) £25.00

Loose insert (16+ pages) £30.00

Bound-in £40.00

Post-it £50.00

Tips On (+page cost) £40.00

*Special printing facilities i.e. fragrance & gummed cards on request.*

*Minimum volume of inserts is 50,000*

## Advertising Rates

## SUNDAY EXPRESS

### DISPLAY MONO

### SCC

### PAGE

Firm Day	£116.00	£28,420
Two Week Option	£85.00	£20,825
North (Including Scotland)	£36.00	
Scotland Only	£19.00	
South	£60.50	

(Page size – 35cm x 7 columns = 245cm)

### DISPLAY OTR COLOUR

Firm Day	£166.00	£40,670
Two Week Option	£105.00	£25,725

### SPECIAL POSITIONS

Any Positional Guarantees	+10%	
North/South Copy Splits	+10%	
Back Page Solus (15cm x 2 columns)	£4,250	
Express Money front Page Earpiece (3cm x 1 column)	£500.00	



## Advertising Rates

### DISPLAY COLOUR

Run of Magazine £27,500

### PAGE

### SPECIAL POSTIONS

Outside Back Cover £35,000

Inside Front Cover/Inside Back Cover £34,000

Any Other Positional Guarantees £33,000

### ADVERTISEMENT FEATURES

Page £35,750

Sponsorship Rates On application

### INSERTS

Loose insert (sheet to 16 Pages) £25.00

Loose insert (16+ pages) £30.00

Bound-in £40.00

Post-it £50.00

Tips On (+page cost) £40.00

*Special printing facilities i.e. fragrance & gummed cards on request.*

*Minimum volume of inserts is 50,000*



## Advertising Rates

### DISPLAY MONO

	SCC	PAGE
Firm Day	£72.00	£17,640
Run of Week	£63.00	£15,435

(Page size – 35cm x 7 columns = 245cm)

### DISPLAY OTR COLOUR

	SCC	PAGE
Firm Day	£97.00	£23,765
Run of the Week	£85.00	£20,825

### FEATURES (MINIMUM 5 SCC'S)

Holidays & Travel, Gardening, Postal Bargains	£85.00	
Express Money	£97.00	

### SPECIAL POSITIONS

Any Positional Guarantees	+10%	
Back Page Solus (15cm x 2 columns)	£82.00	



## Advertising Rates

### DISPLAY COLOUR

Run of Magazine

### PAGE

£15,000

### SPECIAL POSTIONS

Any Positional Guarantees

+10%

Outside Back Cover

£18,500

Inside Front Cover/Inside Back Cover

£17,000

### ADVERTISEMENT FEATURES

Page

£19,500

Sponsorship Rates

On application

### INSERTS

Loose insert (sheet to 16 Pages)

£25.00

Loose insert (16+ pages)

£30.00

Bound-in

£40.00

Post-it

£50.00+

Tips On (+page cost)

£40.00

*Special printing facilities i.e. fragrance & gummed cards on request.*

*Minimum volume of inserts is 50,000*



## Advertising Rates

### DISPLAY MONO

Firm Day

SCC

£97.00

PAGE

£23,765

### DISPLAY OTR COLOUR

Firm Day

£116.00

£28,420

### SPECIAL POSITIONS

Any Positional Guarantees

+10%

Back Page Solus (15cm x 2 columns)

£110.00



## Advertising Rates – TV Extra

### DISPLAY COLOUR

Run of Magazine

### PAGE

£15,000

### SPECIAL POSTIONS

Any Positional Guarantees

+10%

Outside Back Cover

£18,500

Inside Front Cover/Inside Back Cover

£17,000

### ADVERTISEMENT FEATURES

Page

£19,500

Sponsorship Rates

On application

### INSERTS

Loose insert (sheet to 16 Pages)

£25.00

Loose insert (16+ pages)

£30.00

Bound-in

£40.00

Post-it

£50.00+

Tips On (+page cost)

£40.00

*Special printing facilities i.e. fragrance & gummed cards on request.*

*Minimum volume of inserts is 50,000*





## Advertising Rates

### DPS

Inside Front Cover	£46,860
2 <sup>nd</sup> DPS	£42,570
Gtd cover feature	£42,570
Gtd Position	£36,300
Run of Magazine	£32,340

### PAGE

Inside Front Cover/Inside Back Cover	£27,060 £22,550
1 <sup>st</sup> Right Hand Page/First Facing Editorial	£24,750
2 <sup>nd</sup> Right Hand Page	£23,760
Gtd Position	£18,150
Run of Magazine	£16,170

### FRACTIONS

Half Gtd Position	£10,890
Half Run of Magazine	£8,580
Third Run of Magazine	£5,170
Quarter Gtd Position	£5,280
Quarter Run of Magazine	£4,488

### INSERTS

Loose Insert (single sheet to 16 pages)	£30.00
Loose Insert (16 pages +)	£35.00
Bound-In	£40.00
Tips-on (+Pages Costs)	£40.00

### ADVERTORIALS

£25,000

*Special pricing facilities i.e fragrance and gummed cards on request.*

*Minimum volume of inserts is 50,000*



## Advertising Rates

**new!**

### DPS

Inside Front Cover	£39,050
2 <sup>nd</sup> DPS	£35,475
Gtd cover feature	£32,175
Gtd Position	£29,150
Run of Magazine	£26,400

### PAGE

Inside Front Cover/Inside Back Cover	£22,550
1 <sup>st</sup> Right Hand Page/First Facing Editorial	£20,625
2 <sup>nd</sup> Right Hand Page	£19,800
Gtd Cover Feature	£17,215
Right Hand & Front Half Guaranteed	£16,225
Gtd Position	£15,125
Run of Magazine	£13,475

### FRACTIONS

Half Gtd Position	£7,975
Half Run of Magazine	£7,150
Third Run of Magazine	£5,170
Quarter Gtd Position	£4,400
Quarter Run of Magazine	£3,740

### INSERTS

Loose Insert (single sheet to 16 pages)	£30.00
Loose Insert (16 pages +)	£35.00
Bound-In	£40.00
Tips-on (+Pages Costs)	£40.00

### ADVERTORIAL

£25,000

*Special pricing facilities i.e fragrance and gummed cards on request.*

*Minimum volume of inserts is 50,000*



## Advertising Rates

### DPS

Inside Front Cover	£35,100
2 <sup>nd</sup> DPS	£31,900
Gtd cover feature	£29,000
Gtd Position	£26,200
Run of Magazine	£23,800

### PAGE

Inside Front Cover/Inside Back Cover	£20,295
1 <sup>st</sup> Right Hand Page/First Facing Editorial	£18,600
2 <sup>nd</sup> Right Hand Page	£17,800
Gtd Cover Feature	£15,500
Right Hand & Front Half Guaranteed	£14,000
Gtd Position	£13,600
Run of Magazine	£12,100

### FRACTIONS

Half Gtd Position	£7,200
Half Run of Magazine	£6,400
Third Run of Magazine	£4,700
Quarter Gtd Position	£4,000
Quarter Run of Magazine	£3,400

### INSERTS

Loose Insert (single sheet to 16 pages)	£30.00
Loose Insert (16 pages +)	£35.00
Bound-In	£40.00
Tips-on (+Pages Costs)	£40.00

### ADVERTORIAL

£20,000

*Special pricing facilities i.e fragrance and gummed cards on request.*

*Minimum volume of inserts is 50,000*