

# LeasingWorld BrokerWorld



## MEDIA PACK 2018

FOR THE EQUIPMENT LEASING AND ASSET FINANCE PROFESSIONAL

# LeasingWorld BrokerWorld

## RATE CARD (EX. VAT)

We have a simplified, best-value, Rate Card that applies equally to all our clients, large or small. All advertising prices are quoted per month, ex VAT. Print subscriptions are zero rated, digital subscriptions include VAT.

### ADVERTISING

#### DIGITAL

##### (Banners appear on both our websites)

	3-plus months	1 month
Standard (200px X 90px)	£260	£365
MPU (250px X 300px)	£260	£365
Horizontal banner on E-Newsletters (635px X 90px)	£260	£365

##### PRINT (LeasingWorld and BrokerWorld)

	3-plus months	1 month
Full page	£810	£900
Half page	£405	£440
Page of Choice (half/third)	£435	£480
BrokerWorld front cover half page	£510	-
BrokerWorld Expert Services	£40	-

#### SPECIAL OFFERS: BROKERWORLD PRINT EDITION

\*\*\* Take 3 months of advertising and receive a free half page for your own Profile/editorial.

\*\*\* Advertisements in BrokerWorld qualify for a half-price repeat in Leasing World.

### SUBSCRIPTIONS

Leasing World PRINT edition	£360.00 (VAT zero-rated) per annum
Leasing World PRINT AND DIGITAL editions	£425.00 (incl. 12.50 VAT) per annum

BrokerWorld PRINT edition (both VAT zero-rated)	£75.00 per annum, OR £6.50 per month (Paypal online)
--	---

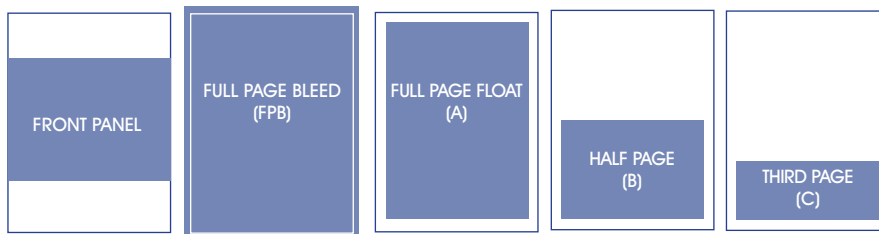
BrokerWorld APP – on iTunes Appstore and Google Play

Contact Jan Szmigin for advertising details on  
+44 (0)1905 621444 or email: [advertising@leasingworld.co.uk](mailto:advertising@leasingworld.co.uk)

## DISPLAY AD SIZES

### MAGAZINES

All ad sizes are shown as height x width. Ads do not bleed with the exception of the full bleed ad. See the technical information for print specifications and other details.



LW front panel	191 x 216mm incl. bleed (trim area 185 x 210mm)
Full page bleed (FPB)	303 x 216mm incl. bleed (trim area 297 x 210mm)
Full page float (A)	270 x 180mm
Half page (B)	125 x 180mm
Third page (C)	84 x 180mm

Full bleed ads must include an additional 3mm for bleed on all four sides, together with crop or registration marks.

### ONLINE BANNERS

	Tile	210px x 90px
	MPU	300px x 250px
	Leaderboard	728px x 90px
	Ribbon	980px x 60px
	Newsletter Sponsorship	635px x 90px

Contact Jan Szmigin for advertising details on  
+44 (0)1905 621444 or email: [advertising@leasingworld.co.uk](mailto:advertising@leasingworld.co.uk)

### TECHNICAL INFORMATION

#### Press information / acceptable media

LeasingWorld is an A4 publication, printed 4-colour process.

We accept PRESS READY PDF FILES ONLY. PDF's must be prepared to our specifications and we cannot be held responsible for advert reproduction if specifications are not adhered to.

LeasingWorld Ltd is not liable for typographical errors or incorrect information in client submissions.

#### PDF file specifications

Unless supplying a full page bleed advert please do not include crop or registration marks. Please size the document to the specified advert size (see Magazine display advert sizes).

Advert quality control is dependent on properly generated pdfs. PDF/X-1a certified files are the most reliable and are preferred. Files should be created using Adobe Acrobat Distiller. PDF Writer files are NOT acceptable. If you have any questions regarding advert specs please contact Jan Szmigin on +44 (0)1905 621444.

#### Resolution / colour

All placed images should be 300DPI at 100% and saved as .JPEG, .TIF or .EPS (note internet image resolution is too low for printing)

All colours must be designated as CMYK (process colors) or GRAYSCALE – DO NOT use spot, Pantone or RGB colours – they will not reproduce properly.

Adobe Illustrator transparency layers and gradients often export to PDF incorrectly. These items should be built in Photoshop and then imported as a CMYK image.

#### Advert submission instructions

E-mail files to [advertising@leasingworld.co.uk](mailto:advertising@leasingworld.co.uk). If your file is bigger than 15MB please contact us for ftp instructions at +44 (0)1905 621444.

Send colour proofs and any other materials to: Advertising Department, Oakhill House, Uphampton, Ombersley, Worcs, WR9 0JR, UK