

# Geoscientist



Geoscientist is the membership magazine of The Geological Society of London the recognised UK professional body for geoscientists, and the oldest geological society in the world. Geoscientist is a monthly publication circulated to over 10,000 fellows worldwide.

## RATE CARD 2014



### DISPLAY COST PER AD FOR ONE INSERTION

Full Page	£2,290
Half Page Landscape	£1,605
Half Page Vertical	£1,685
Quarter Page	£1,125

### SPECIAL POSITIONS COST PER AD FOR ONE INSERTION

Inside Front Cover	£2,750
Inside Back Cover	£2,750
Outside Back Cover	£3,025

### INSERTS COSTS PER THOUSAND

Up to 10 grams	£265
Up to 15 grams	£295
Up to 20 grams	£365
Over 20 grams	POA

### RECRUITMENT COST PER AD FOR ONE INSERTION

Full Page	£2,520
Half Page Landscape	£1,770
Half Page Vertical	£1,825
Quarter Page	£1,235

Please note a minimum of 10,000 loose inserts applies to the above quotes. All prices are subject to VAT. For bespoke advertising or sponsorship opportunities, please contact Century One Publishing for more details. Please refer to our terms and conditions.



# 10k circulation

Arguably the most sought after geology publication in the world, Geoscientist provides a platform to not only share news and information, but also allow its fellowship to share ideas, thoughts and opinions.

The publication is received and read by, among others, geologists, geophysicists, petroleum geologists, engineering geologists and geochemists, working in both industry and academe. As an editorially independent title, it is the only fellowship magazine of its kind, making it a global leader in earth science publishing today.

## Dates for your diary

Month/Issue	BOOKING DEADLINE	ARTWORK DEADLINE	INSERT DEADLINE	PUBLISHING DATE
<b>February</b>	10 January 2014	10 January 2014	22 January 2014	31 January 2014
<b>March</b>	07 February	07 February	19 February	28 February
<b>April</b>	07 March	07 March	21 March	31 March
<b>May</b>	11 April	11 April	23 April	30 April
<b>June</b>	09 May	09 May	21 May	30 May
<b>July</b>	06 June	06 June	23 June	30 June
<b>August</b>	11 July	11 July	23 July	31 July
<b>September</b>	08 August	08 August	20 August	29 August
<b>October</b>	05 September	05 September	22 September	30 September
<b>November</b>	10 October	10 October	22 October	31 October
<b>December/January 2015</b>	14 November	14 November	24 November	01 December

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## Technical specification

Full Page	width and height (mm)	Half Page	width and height (mm)	Quarter Page	width and height (mm)
Trim size	210 x 297	Trim size	185 x 135	Trim size	90.5 x 135
Type size	181 x 275	Landscape (no bleed required)		Portrait (no bleed required)	
Bleed size*	216 x 303	<b>Half Page</b>	width and height (mm)	<b>Full Page (Recruitment)</b>	width and height (mm)
		Trim size	90.5 x 273	Trim size	185 x 273
		Portrait (no bleed required)		Portrait (no bleed required)	

\* Please remember to request a 3mm bleed around the page when artwork is being produced.

For all artwork with a white background and no bleed please add a keyline/frame around all edges of your advertisement. High res, press ready artwork should be supplied in digital format to [design@centuryonepublishing.ltd.uk](mailto:design@centuryonepublishing.ltd.uk). PDF, JPG or TIFF files preferred. Quark Xpress files also accepted, ensuring all printer and screen fonts, and high resolution images are included (please refer to artwork charges). All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded. Please note that Microsoft Word and Publisher files are not accepted. We regret we are unable to accept responsibility for the outcome of digitally supplied material unless accompanied by an exact colour proof.



## Contact us

### Advertising Sales

Jonathan Knight  
jonathan@centuryonepublishing.ltd.uk  
01727 739 193

### Artwork Studio

Sarah Astington  
design@centuryonepublishing.ltd.uk  
01727 739 191

# Artwork creation

## RATE CARD 2014

### NEW DESIGN

	DESIGN COST	INC I.P. RIGHTS
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DPS	£620	£720
Full Page	£375	£475
Half Page	£240	£310
Quarter Page	£145	£220
Eighth Page	FREE	INCLUDED

### UPDATING EXISTING ARTWORK COST PER AD

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

### EXTRA FEATURES COST PER AD

Add a custom QR code	£50
Add social media logos	£20



#### 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.

## Contact us

### Advertising Sales Team

Jonathan Knight  
jonathan@centuryonepublishing.ltd.uk  
01727 739 193

### Artwork Studio

Sarah Ryan  
creative@centuryonepublishing.ltd.uk  
01727 739 187

Please note that if your ad is booked under an SCC rate and you require artwork creation we will ROUND UP to the nearest suitable size. If your artwork is larger than a standard eighth page you will be charged at the quarter page rate. A single round of amends is included in the artwork price.

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

