

RATE CARD

CITY SECURITY

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- Essential reading for anyone connected with crime prevention, security and community safety



- Rates and Technical Specification
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2010 RATE CARD

ISSUE 35: To be distributed w/c 01 March 2010
ISSUE 36: To be distributed w/c 07 June 2010
ISSUE 37: To be distributed w/c 13 September 2010
ISSUE 38: To be distributed w/c 29 November 2010

Rates & Spec.

Copy date for artwork is 3 weeks before distribution date.

Media costs

Full page Ad - Prime position Back page (or) Inside front cover	£1,350.00
Full page Ad - Prime position Inside back cover (or) front section	£1,150.00
Full page Ad - Inside	£ 900.00
Half page	£ 650.00
Quarter page	£ 300.00

10% discount if you place four advertisements in year.

VAT Extra

Technical specifications

Full page Ad - Inside front cover size to type area*	245 mm high x 180mm wide
Full page Ad - Print area**	280 mm high x 210 mm wide
Half page Ad - Type area	120 mm high x 180 mm wide
Quarter page Ad - Type area	120 mm high x 88 mm wide

All Ads will be printed in CMYK. Please supply your artwork as high resolution PDF file.

* For Inside front cover ad only. ** Add 5mm bleed around your artwork for full page ads.

Artworks & Directory Ad logos : email to db@berkoffdesign.co.uk

Email your Ad artwork as a high resolution PDF file.

For your Directory Ad, email your company logo as a high-res eps or jpeg file.

Please title your Email "City Security (your company name) Ad"

Printers Proofs

On receipt of your artwork, a PDF printers proof will be emailed to you for approval. You must then email or fax back your approval / comments.

Creative

If you require assistance in preparing the design and artwork of your Ad, please contact David Berkoff at Berkoff Design & Communications, details below.

For further assistance please contact; David Berkoff

Telephone: 020 8275 3303 Email: db@berkoffdesign.co.uk

Advertising RATE CARD

acceptance
form

Please complete this form in **CAPITAL LETTERS** and FAX to: **020 8275 3301**

Your Full Name Mr/Mrs/Ms.....

Company Name

Billing Address

.....

.....

..... Postcode:

Telephone No:..... Fax No:

Email Address:.....

I wish to place an advertisement(s) in City Security Magazine as detailed below.

Issue 35 Issue 36 Issue 37 Issue 38 (Please tick box)

Full page Ad, Prime position, back page (or) Inside front cover..... £ 1,350.00

Full page Ad, Prime position, Inside back cover. (or) front section..... £ 1,150.00

Full page Ad£ 900.00

Half page Ad £ 650.00

Quarter page Ad£ 300.00

We would like to place four advertisements in year for 10% discount

Prime position Ads are available on first confirmed booking basis. VAT Extra.

Please send me a proof of our Ad for approval by..... Email or Fax

We / our agency will supply artwork for our Ad..... Yes or No

Please call me to help us prepare artwork for our Ad..... Yes or No

Your Name

on behalf of.....

Signed Date

On receipt of this form you will be sent an invoice for full amount.

Only on receipt of full payment of your invoice will your Ad appear.

The **DIRECTORY** acceptance form

Please complete this form in **CAPITAL LETTERS** and FAX to: **020 8275 3301**

Your Full Name Mr/Mrs/Ms.....

Company Name

Billing Address

.....

.....

..... Postcode:

Telephone No:..... Fax No:

Email Address:.....

I wish to place a Directory ad(s) in City Security Magazine as detailed below.

Issue 35 **Issue 36** **Issue 37** **Issue 38** (Please tick box)

Directory Ad in One issue..... £ 150.00

Directory Ad in Two issue..... £ 300.00

Directory Ad in Three issue..... £ 450.00

Directory Ad in Four issue (with 10% discount)..... £ 540.00

VAT Extra

Enter your 16 words copy here:

.....

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.....

Please remember to email your Company logo to David Berkoff at;
db@berkoffdesign.co.uk as a high resolution eps or jpeg file.

Your Name

on behalf of.....

Signed Date

On receipt of this form you will be sent an invoice for full amount.

Only on receipt of full payment of your invoice will your Ad appear.



What they say...

Here are just a few of the many complimentary quotes our magazine has received over the past year. Full testimonials can be found on www.cityoflondoncpa.org.uk

"... an innovative and colourful publication."

Elizabeth Manning - Crimestoppers Trust

"... a fantastic and unique read, the editorial is always informative and varied." *Claudine Piggott - Victim Support.*

"... the magazine is distributed to partners across the world and is a sought after publication for advertisers keen to highlight their business. City Security packs a punch that other larger publications find hard to match. It has become 'the' security magazine for security professionals in the City. The City of London Police is delighted to support City Security Magazine we would highly recommend it to the security industry."

Frank Armstrong - Assistant Commissioner City of London Police

"... I thoroughly commend the City Security magazine. It is an important part of our security architecture."

Peter Clarke CVO OBE QPM- former head of counter terrorism at New Scotland Yard. Non-executive director of Knightsbridge Guarding Ltd and senior advisor to Olive Security

"The breadth of topics covered is diverse, but they always manage to engage the reader both in their substance and their presentation. To its target audience, there has been no better journal."

David Mundell - Group Sales Director. Axis Security Limited.

Have your say...

At City Security Magazine we are always looking for informative and current security related articles. So if you have something to say, that isn't an advertorial, we would like to hear from you. Email Eugene Mahony, editor at euegne@berkoffdesign for copy guidelines and discuss with him what you'd like to write about.



What we say...

City Security Magazine is filled with informative articles and current views on one of the most important issues this century - Security.

Our regular features for 2010 will include; City Life styles, Police News, Safer City partnership reports and Project Griffin updates. Although we don't theme each issue we will cover current and important topical security issues as they arise throughout the year.

Last year we covered a variety of security issues that included; the Swine flu pandemic, Hotel security, Piracy, Bomb blast mitigation, security salary survey, CCTV, mobile phone security, fraud, gun crime and the terrorism threat.

City Security Magazine has a distribution of over 3,000 with copies also being sent to security organisations in USA, Canada, Singapore, India and Australia. The magazine is delivered completely free of charge to all members of the City of London Crime Prevention Association and CEO, MD's and Security personnel of a variety of prominent groups and organisations including;

- All the major companies in the City of London and Canary Wharf
- British Banks security liaison groups
- Every Police Force in the UK
- Members of the City of London Corporation
- Crime & Disorder reduction partnerships

City Security Magazine is published quarterly on behalf of the City of London Crime Prevention Associations in partnership with the City of London Police.

To secure your advertising space in our next issue, please complete the form overleaf and fax to 020 8275 3301.

TERMS & CONDITIONS:

Prime position Ads are available on first confirmed booking basis.

To confirm placement of your advertisement, please complete and fax back the Acceptance Form.

City Security Magazine will then send you an invoice for the full amount. Only on receipt of payment will your advertisement appear.

All artworks must be supplied direct to Berkoff Design as high resolution PDF files.

On receipt of your artwork, City Security Magazine will then email you a PDF printers proof of your ad for approval. Approval of the proof can be by email or fax.

Please do not send payment until you have received our written invoice.

City Security Magazine reserves the right to reject any advertisements they deem as unsuitable.