



# *Horological Journal Advertisers' Guide*

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*The Horological Journal is the official monthly publication of the British Horological Institute  
– the UK professional body for horologists and allied trades.*

*It is the leading technical publication serving the watch and clock industry, and holds an  
important place among journals catering for horological collectors and enthusiasts.*

*The Horological Journal is read by repairers, restorers and makers of clocks and watches;  
High Street retailers; enthusiasts; DIY practitioners and hobbyists; historians; theoreticians;  
and collectors of clocks, watches and books.*

***Monthly circulation – 3000***

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## **Advertising policy**

The Horological Journal accepts adverts related to horology or any of the allied trades, and adverts for products or services pertinent to members of the British Horological Institute. The Institute reserves the right to refuse any advert without giving a reason.

Adverts which make reference to brands with which the Institute has parts supply agreements will not be accepted.

## **How to submit advertising material**

Material can be accepted in a wide range of formats.

Text may be supplied as hard copy (no faxes) or computer files readable on a PC. Non-text items should be high quality originals or graphic files in suitable formats (.tif or .jpg at a resolution providing 300dpi at the size each graphic will be printed).

The HJ is prepared using QuarkXPress. Adverts in pdf format are acceptable.

## **Copy date**

All material must be sent to the Editor to arrive by the 1st day of the month prior to publication (or the last working day before this date).

# Advert sizes and prices (black & white)

Full bleed	Full width	2/3 width	1/2 width	1/3 width
210mm £435 262mm	183mm £415 262mm	120mm £300 262mm	88.5mm £240 262mm	57mm £9 per cm ↓
	183mm £240 128mm	120mm £180 128mm	88.5mm £125 128mm	1/3 width adverts may be stretched vertically for layout purposes. No extra charge will be levied.  Colour is not available on 1/3 width adverts
	183mm £125 62mm	120mm £100 62mm	88.5mm £80 62mm	

Full colour: **add 50%**

6 appearances: **15% discount**

12 appearances: **25% discount**

**Inserts are available by arrangement**

UK Only £120 + VAT

UK and Overseas £160 + VAT

## Positioning and other requirements

Please ask if you wish to specify the positioning of your advert. We will do our best to meet your requirements, although we cannot guarantee it.

## Design and layout services

There is no processing charge for simple text advertisements.

## Agency Discount

There is 15% discount available to Advertising Agencies.