



# *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. All members of the British Horological Federation receive the Horological Journal each month.*

**Monthly circulation – 3800**

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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 (with hard copy for reference). 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 other DTP formats may be submitted but will incur a processing charge (see over).

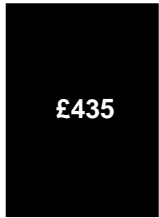



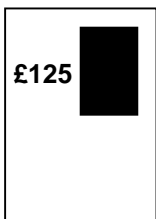
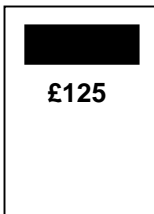
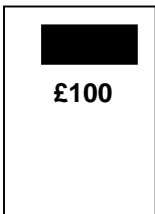
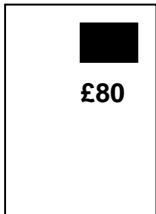
Material may be provided on film (175 lpi, 2540dpi, positive image, emulsion down). A processing charge will be made (see over).

The Advertising Co-ordinator will be pleased to give you further information and advice. Contact details are given at the bottom of the page.

## **Copy date**

All material must be sent to the Advertising Co-ordinator to arrive by the 2nd day of the month prior to publication (or the last working day before this date).

## Advert sizes and prices

Full bleed	Full width	2/3 width	1/2 width	1/3 width
210mm  297mm (£435) (+3mm bleed all round)	183mm  262mm (£415)	120mm  (£300)	88.5mm  (£240)	57mm  (£9 per cm)
	128mm  (£240)	 (£180)	 (£125)	1/3 width adverts may be stretched vertically for layout purposes at no extra charge.  Colour is not available on 1/3 width adverts.
	62mm  (£125)	 (£100)	 (£80)	

Full colour: **add 50%**

6 appearances: **15% discount**

12 appearances: **25% discount**

Inserts are available by arrangement

Material provided on film: **£30** processing charge

Material provided in DTP format other than QuarkXPress: **£30** processing charge

Front and back covers available upon application

## Positioning and other requirements

If you wish to specify the positioning of your advert, there will be a **20% surcharge** on top of the normal price. We will do our best to meet your requirements, although we cannot guarantee it. If we are unable to meet your requirements the surcharge will not be levied.

## Design and layout services

There is no processing charge for simple text advertisements. Elements which require scanning are charged at **£6 per scan**. Layout of quarter page display (or larger) from **£25**. Other artwork will be charged according to complexity. A complete design service is available - contact the Advertising Co-ordinator for details.