

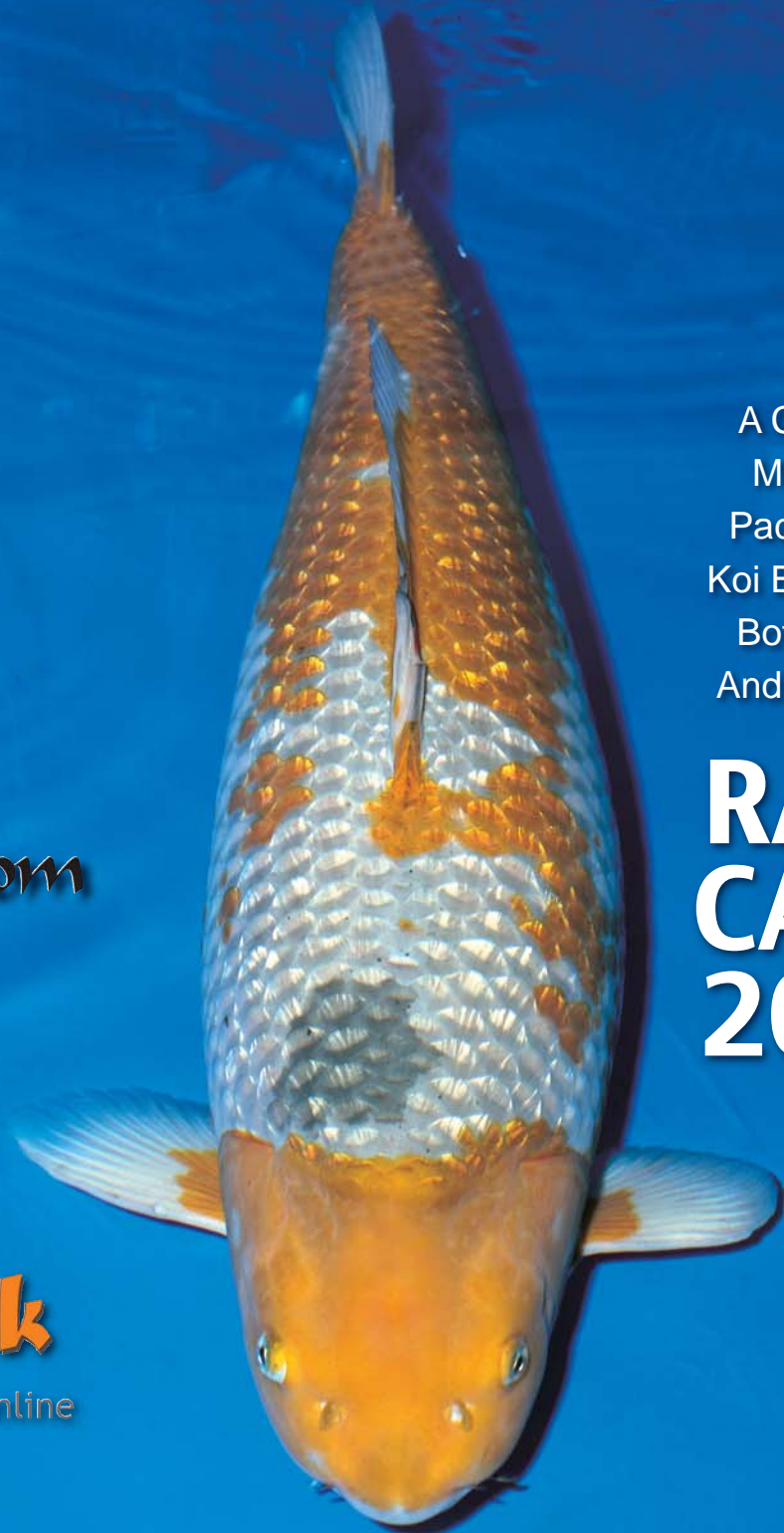
# 鯉 **KOI** **CARP**

[www.koi-carp.com](http://www.koi-carp.com)



**nishikigoi.co.uk**

A comprehensive selection of Koi Carp online



A Complete  
Marketing  
Package For  
Koi Businesses  
Both Online  
And On Paper

**RATE  
CARD  
2007**

# ADVERTISING RATES FOR 2007



World's Best Selling Koi Magazine

SIZE			
<b>MAIN DISPLAY</b>	<b>1 MONTH</b>	<b>6 MONTHS</b>	<b>12 MONTHS</b>
<b>DPS</b> TYPE = 270mm x 400mm TRIM = 297mm x 420mm BLEED = 303mm x 426mm	£1800	£1775	£1750
<b>FULL PAGE</b> TYPE = 270mm x 190mm TRIM = 297mm x 210mm BLEED = 303mm x 216mm	£1000	£975	£950
<b>HALF PAGE (VERTICAL)</b> TYPE = 270mm x 91mm TRIM = 297mm x 103mm BLEED = 303mm x 106mm	£750	£725	£700
<b>HALF PAGE (HORIZONTAL)</b> TYPE = 132mm x 190mm TRIM = 145mm x 210mm BLEED = 148mm x 216mm	£750	£725	£700
<b>QUARTER PAGE</b> TYPE = 132mm x 91mm	£550	£525	£500
<b>CLASSIFIED ADVERTISING</b>			
3 X 1column cm	£57	£50	£45
Per column cm is charged at £19 + VAT (min 3 col cm)			
1/8TH PAGE	£175	£150	£125
WEB BANNER*	£50 (no series discount available)		
DIRECTORY	£20 (no series discount available)		

TO STOCK THE MAGAZINE ON A SALE RETURN BASIS  
PLEASE CONTACT SARAH



Fun packed website for hobbyists

TOP BANNER*	£75 per month
SIDE BANNER	£50 per month

\* All prices are plus VAT

## nishikigoi.co.uk

Definitive guide for koi for sale

BANNERS*	£75 per month
ADD AS MANY KOI AS YOU LIKE	£135 per month + VAT

Since its launch in 1995, Koi Carp has maintained its position as market leader and the unique accolade of being the world's best selling koi publication. It is also the official magazine of the British Koi Keeper's Society, with every member receiving a copy.

Koi Carp gives the reader up to the minute news, breeder profiles, a comprehensive directory and informative and entertaining articles for everyone from the beginner to the koi expert. Combined with the highest quality of photography, editorial and reproduction, this makes Koi Carp the best vehicle to promote your koi business.

Koi Carp is published every month throughout the year and is distributed across the UK through other major newsagent chains, including WHSmith, specialist retailers and via subscription. Koi Carp is proactively promoted to the newstrade in a constant effort to increase distribution. Koi Carp also has a worldwide distribution with magazines sold in 32 different countries; notably USA, South Africa, Belgium, Germany amongst others.

## DEADLINES FOR 2007

	JAN	FEB	MARCH	APRIL
AD DEADLINE	08/11/06	06/12/05	10/01/07	07/02/07
ON SALE	28/11/06	29/12/06	30/01/07	27/02/07
	MAY	JUNE	JULY	AUG
AD DEADLINE	08/03/07	11/04/07	10/05/07	08/06/07
ON SALE	29/03/07	30/04/07	31/05/07	29/06/07
	SEPT	OCT	NOV	DEC
AD DEADLINE	11/07/07	09/08/07	07/09/07	10/10/07
ON SALE	31/07/07	30/08/07	28/09/07	30/10/07

## AD CONTACTS

ADVERTISING SALES MANAGER - TAMSIN BROOKS  
TEL. 01202 713633 E-MAIL. tamsin@freestyle-group.com

SENIOR SALES EXECUTIVE - SARAH BATES  
TEL.01202 713607 E-MAIL.sbates@freestyle-group.com

\* To stock mag