



WINNING WAYS MAGAZINE

Rate card 2008

VAT AT THE CURRENT RATE APPLICABLE ON ALL ADVERTISING RATES

Dimensions on this card state width first then height and are inclusive of 3mm bleed.

All rates cover mono and colour advertising

<p>Inside front /back cover: £1870</p> <p>Full Page inside: £1485</p> <p>215mm x 275mm</p>
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<p>½ page portrait</p> <p>135mm x 275mm</p> <p>£869</p>	
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	<p>½ page</p> <p>275mm x 135mm</p> <p>£869</p>
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	<p>¼ page portrait</p> <p>105mm x 135mm</p> <p>£610</p>
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	<p>¼ page landscape</p> <p>135mm x 105mm</p> <p>£610</p>
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<p>Classified</p> <p>5cm x 4cm</p> <p>£82</p>

ARTWORK

Artwork must be supplied in the following formats: **BMP, TGA, Tiff, Jpeg or PDF**

Trim size: 215mm wide by 275mm high **Type area:** 200mm x 260mm (approx)

Bleed size: 218mm x 278mm (approx) **Screen:** 150 – 175Ipi Positive film, Right Reading, Emulsion Down Copy on a disk accompanied with the hard proof

DEADLINE

All adverts must be received by 8th August 2008

To reserve space please complete the enclosed order form and forward to KICC Conferences Ltd. For further information please contact Bimbo Sagbola.
Tel: 020 8525 0000 Fax: 020 8525 0002 Email: events@kicc.org.uk

WINNING WAYS MAGAZINE

Reader profile

CIRCULATION

The print run of Winning Ways magazine is 40,000 with average readership of 7 per copy.

Age

Under 20	8%
20-30	21%
31-50	58%
Over 50	10%

*Gender

Male	26%
Female	73%

—————> The nationalities of delegates are mainly British, Nigerian, Zimbabwean, Ghanaian, Ugandan, Jamaican, Sierra Leonean and South African.

—————> *45.8% of delegates are KICC members who are either self employed or work mainly in the medical, legal accounting, administrative, IT, teaching and civil service fields

—————> * Their preferred reading and radio media are: The Metro, The Guardian, The Daily Mail, The Evening Standard, The Times, The FT and Premier Christian Radio and Choice FM



WINNING WAYS MAGAZINE 2008 ADVERTISING BOOKING FORM

Portrait Artwork

Landscape Artwork

Contact Name:	
Company Name:	
Company Address:	
Nature of Business:	
Type of Products or Services Provided:	
Telephone:	Fax:
Email:	

Advertising Rates

Page Size	Location	Price	Deposit Required	Landscape /Portrait	Number of Adverts	Payment Made (£)	
Classified (5cm x 4cm)	Open	£82 + VAT	Full Payment				
¼ Page	Open	£610 + VAT	£326.00				
½ Page	Open	£869 + VAT	£464.00				
Full Page	Open	£1485 + VAT	£793.00				
Full Page	Inside Front Cover	£1870 + VAT	£999.00				
Full Page	Inside Back	£1870 + VAT	£999.00				
					TOTAL VALUE	£	

Payment Details

(Please indicate if your artwork is portrait or landscape above)

Cash <input type="checkbox"/>	Cheque <input type="checkbox"/>	Maestro <input type="checkbox"/>	Issue Number <input type="checkbox"/>
Visa <input type="checkbox"/>	MasterCard <input type="checkbox"/>	Delta <input type="checkbox"/>	American Express <input type="checkbox"/>

Card Number _____

Card Expiry Date From _____ To _____ Signature _____

FULL PAYMENT MUST BE RECEIVED BY 8TH AUGUST 2008

**Please complete and post or fax to KICC IGOC 2008
3 Hancock Road Bromley-by-Bow London E3 3DA
Tel: 020 85250000 OR 0300 303 1236 Fax: 020 8525 0002**



CONDITIONS OF ACCEPTANCE

ADVERTISEMENT

1. All advertisements are accepted subject to approval of copy and to space being available. They must comply with the British Code of Advertising Practice.
2. Advertisements are accepted on the express understanding that the advertiser warrants the advertisement does not contravene any provisions of the Trade Description Act 1968 and the Consumer Protection Regulations 2008.
3. The publisher reserves the right to omit or suspend an advertisement at any time without assigning a reason for doing so. In this connection, no claim on the part of any advertiser or advertising agent for damages or breach of contract shall be granted.
4. Copy and artwork is, in all cases, subject to the publisher's approval. Whilst every care will be taken, the publisher will not be held responsible for damage to, or loss of, submitted advertising material.
5. No guarantee can be given for the insertion of an advertisement in any specified position.
6. Deposit paid is non-refundable. Cancellation or suspension of orders will result in the loss of the deposit.
7. The publisher accepts no liability for any loss or damages caused by an error in accuracy, or in the printing of any advertising. The publisher reserves the right to amend or omit advertising without prior notice to the advertiser.
8. No guarantee can be given for the number of times a screen advert will run per day.

OTHER INFORMATION

- **Full payment must be received no later than Friday 8th August.** Late payment will result in the loss of deposit and advertising space. Please avoid disappointment and ensure that your space is secured through early payment.
- Bank charges incurred by bounced cheques will be transferred to the advertiser concerned.
- KICC will not enter into any correspondence with any advertiser regarding the success of their advertisement.

ALL DEPOSITS ARE NON REFUNDABLE



DISCLAIMER

KICC Conferences Ltd will not enter into any correspondence on matters relating to exhibitors or advertisers' profit, loss of sales, exposure, parking penalties, or damage to vehicle, goods and dissatisfaction.

I, the undersigned hereby agreed with the Event Organiser to abide with the above in conformity and in all respects with the terms and conditions of the contract. I also understand that KICC Conferences Ltd reserve the right to reject or terminate my booking for advertisement at short notice if I am in breach of any of the conditions stated.

Signed for and on behalf of advertiser

Date

Signed for and on behalf of

Kingsway International Christian Centre

Date

Please sign and return to KICC with your booking form. Your booking is incomplete without your signature