

Rates & Sizes

Cover positions

Back – £1,700

Trim size: 200mm w x 245mm h (plus 3mm bleed)

Type area: 180mm w x 225mm h

Inside back / Inside front – £1,500

Trim size: 200mm w x 245mm h (plus 3mm bleed)

Type area: 180mm w x 225mm h

Inside pages

Double page advert – £1,800

Trim size: 400mm w x 245mm h (plus 3mm bleed)

Type area: 380mm w x 225mm h

Full page – £1,200

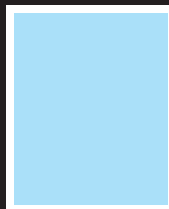
Trim size: 200mm w x 245mm h (plus 3mm bleed)

Type area: 180mm w x 225mm h

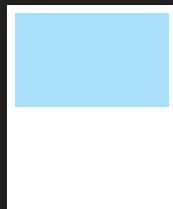
Half page – £695

Type area: 180mm w x 110mm h

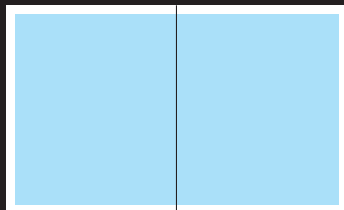
YBG members are entitled to receive a **10% discount** on any advertising space booked in the first edition. Further discounts are available for "series" bookings (subject to space availability).



Full page



Half page



Double page

twodegreesnorth
DESIGN + ADVERTISING



Young Business Group of Guernsey

Booking information

The final booking deadline for *mercury* will be two months prior to the date of publication.

Cancellation

Please note that any booked advertisement space cancelled within the six week period prior to the date of publication will be charged at full rate.

Payment

Full payment will be due 14 days from date of invoice.

Publication specifications

Size – 245mm x 200mm (48 pages approx.)

Print – Four-colour process

Binding – Perfect

Print run – 2,500

Stock – Tauro Offset

Publication – Feb/Mar 2012

Artwork specifications

Artwork must be submitted in the following formats:

- Mac-compatible files
- Hi-res PDF's preferred option
- QuarkXpress EPS, with fonts embedded
- Illustrator or Freehand EPS, with fonts converted to paths and images embedded
- Colours must be converted to CMYK with no Pantone, spot or RGB colours

Publisher

Two Degrees North Limited

If you require us to design and produce your advertisement, we will provide a professional, tailored and efficient service to ensure that your marketing objectives are met. If you have any questions about advertising in *mercury*, please call Marc on (01481) 736667.

Artwork delivery

By Post: Two Degrees North Limited, New Jetty, St Peter Port, Guernsey, GY1 2LL

By email: marc@twodegreesnorth.co.uk



The brand new magazine of the YBG



CELEBRATING
50 YEARS



mercury magazine is an aspirational magazine created for and by the Guernsey Young Business Group. Printed in full colour on high quality environmentally-friendly paper, beautifully designed with carefully considered content, it is designed to enlighten readers to the very best of the highly entrepreneurial local business scene.

The content of the magazine has been created and written to capture the minds and imagination of the island's young business community, entrepreneurs and business leaders of the future. It's a non-profit publication, covering a wide range of subjects from the diversity of local industry to the world economy, current affairs to interesting and colourful lifestyle issues that are relevant to the business minded.

For advertisers, **mercury** presents a unique opportunity to reach an audience that appreciates high quality, interesting and thought-provoking articles. If you would like to be part of this unique publication by taking one of the limited advertising spaces available, please contact Marc Griffiths on **(01481) 736667** or email **marc@twodegreesnorth.co.uk**

This rate card is printed the same size as the magazine and on the same type of paper.