

SKIN TWO

LateXtra RATE CARD



SKIN TWO LATEXTRA IS BRITAIN'S FREE FETISH MAGAZINE Advertise in Skin Two LateXtra because...

LateXtra is the UK's trusted source of accurate and entertaining information on the fetish scene. Distributed free of charge to twenty thousand regular fetish customers at shops and clubs across the country, Skin Two LateXtra goes only to these committed people – it goes direct to your key customers.

Passed around among friends, Skin Two LateXtra gives you a total readership around sixty thousand – unbeatable targeted advertising. If you need to reach the UK fetish marketplace, you won't find a more cost-effective way to do it!

The respected Skin Two brand includes Skin Two Magazine, the UK free paper Skin Two LateXtra and the online Skin Two Directory – the BDSM/fetish world's favourite reference resource. Our famous web site at skintwo.com has 1,000 unique visitors each day.

To book your ad or make an enquiry, contact Mark Rodgers at: mark@skintwo.com or phone him on +44 20 8402 6990

Need an ad designer? We recommend Michael Fearnley at michael.fearnley@virgin.net, or visit michael.fearnley.com

ADVERTISING RATES (in UK pounds)

Whole page: £700

Half page: £375

Quarter page: £200

Eighth of web strip: £125

Sixteenth of a page: £75

Positions: Right page: +10%. Facing editorial: +10%. Inside front or back cover: +20% Outside back cover: +30%.

Leaflet insertions: £100 per 1,000 (more for heavier items).

How to pay: We welcome Visa, MasterCard, American Express, Maestro and Solo. Also cheques in UK pounds or in US dollars at the current exchange rate. Also bank transfers – contact us for information. **Terms:** Payment before publication. Established customers may apply for 30 days credit, subject to a late payment surcharge of 5% per month.

AD SIZES (width x height)

1 Page trim size: A4 (210 x 297 mm)

2 Page with bleed: 220 x 307 mm (A4 + 5 mm bleed all round)

No live matter to fall within 6 mm of trim

3 Page with border (no bleed): 180 x 267 mm

4 Half page horizontal: 180 x 130 mm

5 Half page vertical: 88 x 267 mm

6 Quarter page: 88 x 130 mm

7 Quarter page horizontal strip: 180 x 64 mm

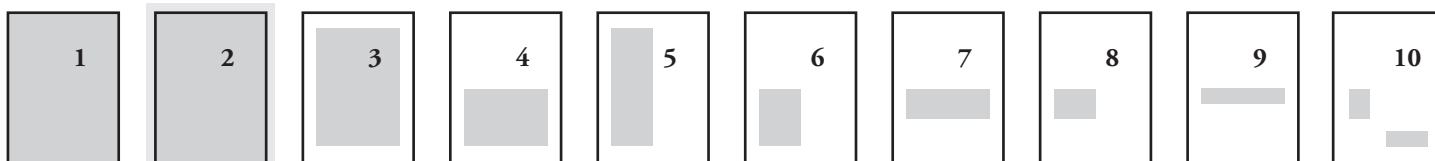
8 Eighth page: 88 x 64 mm

9 Eighth page webstrip: 180 x 31.625 mm

10 Sixteenth page: 43 x 64 mm or 88 x 31 mm

ARTWORK FORMAT

- Please send ads as Adobe Photoshop JPEG files, saved at maximum quality.
- Resolution must be 300 pixels per inch.
- Mode must be CMYK (not RGB).
- Send two-page ads as two separate pages.
- Ads must be e-mailed to tim@twpublishing.co.uk.
- Always post us a professional quality digital CMYK matchprint. Prints in RGB from an office printer are no good. Otherwise, ads are accepted at your own risk.
- No crop marks, please.



FOR ADVERTISING, CALL MARK RODGERS

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