

SKIN TWO

Magazine RATE CARD



SKIN TWO IS THE WORLD'S TOP FETISH MAGAZINE Advertise in Skin Two Magazine because...

- Skin Two is the voice of the international fetish market, with 50,000 readers worldwide.
- When you appear in Skin Two, you are associated with our 25-year reputation and you reach regular users of fetish products. This is your essential target audience. Skin Two is not a casual purchase. Our readers are serious about the fetish scene.
- Sold through specialist fetish stores worldwide and direct to the public through our hugely popular web site, Skin Two reaches your customers everywhere. As well as the printed magazine, Skin Two is also downloaded from the web by readers worldwide.
- The famous Skin Two brand includes Skin Two Magazine, the UK free paper Skin Two LateXtra, Skin Two events and SkinTwo.com, the BDSM/fetish world's favourite website.
- With your ad in Skin Two Magazine, you also get a FREE story on www.SkinTwo.com, with a link to your own website. We get 1,000 unique visitors each day – committed fetish customers. This alone is worth the price of your ad!
- To book your ad or make an enquiry, contact Mark Rodgers at: mark@skintwo.com or phone him on +44 20 8460 5102

ADVERTISING RATES (in UK pounds)

Whole page: £995

Half page: £575

Quarter page: £350

Eighth of a page box or web strip: £175

Sixteenth of a page: £100

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

Leaflet insertions: £150 per 1,000 (more for heavier items).

How to pay: Cheques in UK pounds or in US dollars at the current exchange rate. Also PayPal or bank transfers are welcome – contact us for information. **Terms: Payment before publication.**

VAT: Tax is added at the standard rate in the UK. In the EU, tax is zero if you tell us your VAT number. USA and overseas is tax free.

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

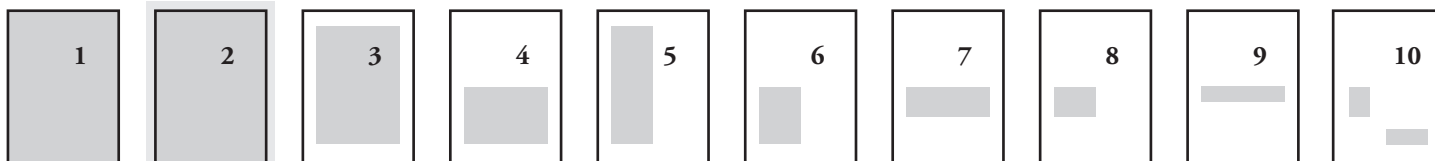
8 Eighth page: 88 x 64 mm

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@skintwo.com
- 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

Direct tel: 020 8460 5102

From overseas, +44 20 8460 5102

From the USA, 011 44 20 8460 5102

E-mail: mark@skintwo.com

Office: Skin Two, BCM Box 2071, London WC1N 3XX, England. Tel: 020 8274 9588

www.skintwo.com