

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 reputation and you reach regular users of fetish products.

This is your target audience.

Sold through Borders, specialist fetish stores worldwide and direct to the public through our hugely popular web site, Skin Two reaches your customers everywhere. With the highest quality content and design, Skin Two is not a casual purchase. Our readers are serious about the fetish scene.

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: £950

Half page: £575

Quarter page: £350

Eighth of 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: £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

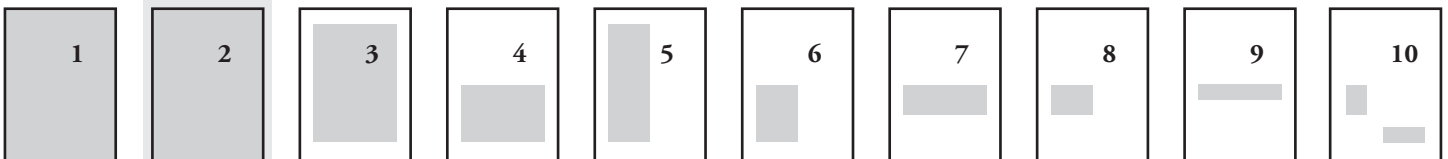
8 Eighth page: 88 x 64 mm

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

Direct tel: 020 8402 6990 From overseas, +44 20 8402 6990 From the USA, 011 44 20 8402 6990

E-mail: mark@skintwo.com

Office: Tim Woodward Publishing Ltd, BCM Box 2071, London WC1N 3XX, England. Tel: 020 8487 9528

www.skintwomagazine.com www.skintwo.com www.skintworubberball.com