

# MEDAL NEWS

Media Kit  
2023





For the history  
of heroes



MEDAL NEWS, INCORPORATING  
MILITARY CHEST AND MEDALS INTERNATIONAL

**EVERY ISSUE**  
(PUBLISHED 10 TIMES PER ANNUM)

- LATEST NEWS
- AUCTION RESULTS
- WIDE VARIETY OF ARTICLES
- BOOK REVIEWS
- DIRECTORIES FOR FAIRS, SOCIETIES
- SEMI-DISPLAY AND CLASSIFIED ADVERTISING

As well as a host of other features of interest to both the serious and not-so-serious collector.

**40 YEARS**

IN BUSINESS

**WORLD'S ONLY  
INDEPENDENT**

MAGAZINE DEVOTED TO MEDALS AND BATTLES

**6,000**  
PRINTED COPIES  
PER MONTH

**2,000**  
GO DIRECT TO  
SUBSCRIBERS

**FREE**  
DIGITAL COPIES  
TO SUBSCRIBERS

REACHING OVER  
**30**  
COUNTRIES

**35-75**  
AVERAGE READERSHIP  
AGE RANGE

JOIN US ON THE **UK'S** LEADING  
MEDAL TRACKING SERVICE

Trace your family military history today.

AVAILABLE **FREE** ON-LINE

Token Publishing Ltd provide a **free** online medal finding service called Medal Tracker. This is available to anyone - as a *Medal News* subscriber or not - where you can upload details of the medals you are looking for. Medal dealers around the country can check in and see if they have anything in their stock.

Free service for online entries that will remain on the site until the medals are found.



\*There is a nominal £5 fee charge for the entries to appear in the *Medal News* magazine

**www.medaltracker.com**

## Advertising options

There is plenty of choice when it comes to deciding what type of advertising is right for you and your business—display, semi-display, classified, website, banner ads, dealer directory, inserts, broadcasts, etc. Our rates are below, however, please do call 01404 46972 to discuss your individual advertising needs.

**FULL PAGE**  
Trim  
272 x 185 mm

With bleed  
303 x 216 mm

Trim

With bleed

**1/2 PAGE**  
133 x 185 mm

**1/4 PAGE**  
133 x 90 mm

**1/8 PAGE**  
64 x 90 mm

### MAGAZINE ADVERTISING RATES: (price per issue exl. VAT)

Colour	1 Issue	6 issues	12 issues
Full Page	£695	£595	£495
Half Page	£360	£340	£275
Quarter Page	£230	£200	£170
Eighth Page	£150	£135	£120

Mono	1 Issue	6 issues	12 issues
Full Page	£360	£335	£300
Half Page	£250	£210	£190
Quarter Page	£160	£145	£115
Eighth Page	£130	£120	£75

### OTHER ADVERTISING OPTIONS

**SEMI DISPLAY** £13 per column centimetre plus VAT (mono), £15 per column centimetre plus VAT (colour), invoiced monthly (minimum size 2cm).

**WEB DIRECTORY** Rates are £21 per insertion plus VAT (mono), £26 per insertion plus VAT (colour), invoiced monthly (maximum 20 words describing your business).

**ON-LINE ADVERTISING** We provide a number of on-line advertising opportunities including banner ads from £75.00 per month.

**EMAIL BROADCASTS** Bespoke broadcasts to target your core audience. Perfect for date-sensitive events such as auctions or fairs. Rates start from £200.

**MAGAZINE INSERTS** £45 per thousand (plus postage)

### TECHNICAL SIZE SPECIFICATIONS

	Size (Height x Width)	
Full Page	303 x 216 mm (bleed)	272 x 185 mm (trim)
Half Page	133 x 185 (horizontal)	272 x 90 mm (vertical)
Quarter Page	133 x 90 mm	
Eighth Page	64 x 90 mm	

### TECHNICAL DATA

We are happy to design and typeset your advertisement for you free of charge\*, however, if you wish to supply us with finished artwork please take note of the following specification:

All supplied files need to be **CMYK** and **300 dpi**

Emailed to [klara@tokenpublishing.com](mailto:klara@tokenpublishing.com) as pdf files or jpegs.

Alternatively you can upload files onto a file sharing website, for example "You Send It".

**Terms and Conditions:** All advertisements are accepted on the understanding that any descriptions and/or statements made by the advertiser are true and accurate and that the advertiser shall indemnify the publisher against any damage or loss of expense resulting from copy supplied by the advertiser or his agent. If copy for series advertisements has not been received by the specified date, the publisher reserves the right to repeat previous copy. Should no such copy be available alternative matter will be found to fill the space booked by the advertiser and the advertiser will be held responsible for payment. Cancellations: Written notice is required 2 weeks prior to the date of publication for mono advertisements and 4 weeks prior to the publication of colour advertisements. All advertisements must comply with the British Code of Advertising Practice. The Publisher reserves the right to cancel, suspend or alter an advertisement. The Publisher will not be held liable for any loss occasioned by the failure of an advertisement to appear for any cause. The publisher reserves the right to adjust advertising rates on one month's notice at any time during the run of contract. The publisher shall not be held liable for the loss of any artwork, film or other advertisement material delivered to him. 10 per cent discount will be allowed to recognise advertising agencies.



**Deadlines:** Approximately eight weeks prior to the on-sale date. On sale date, the last Wednesday preceding cover date.

\*A production charge of £35 per hour is charged after the first complimentary hour of studio time.

# 2023 schedule

The copy deadline date per issue is detailed below, however, it would be helpful, for page-planning purposes, to be aware of your advertising requirements as soon as possible. Thank you!

Issue	Copy Due Date Monday	Posted	On sale in Newsagents
FEBRUARY 2023	09/01/23	24/01/23	31/01/23
MARCH 2023	06/02/23	21/02/23	28/02/23
APRIL 2023	13/03/23	24/03/23	31/03/23
MAY 2023	06/04/23 THURSDAY	21/04/23	28/04/23
JUNE/ JULY 2023	08/05/23	24/5/23	31/05/23
AUGUST 2023	10/07/23	21/07/23	28/07/23
SEPTEMBER 2023	14/08/23	24/08/23	31/08/23
OCTOBER 2023	11/09/23	22/09/23	29/09/23
NOVEMBER 2023	09/10/23	24/10/23	31/10/23
DEC23/JAN 2024	13/11/23	23/11/23	30/11/23

## Advertising team

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