

COIN NEWS

Media Kit
2023





Where
money talks



EVERY MONTH

- LATEST NEWS
- AUCTION RESULTS
- WIDE VARIETY OF NUMISMATIC ARTICLES
- BOOK REVIEWS
- DEDICATED BANKNOTE SECTION
- 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

UKs BIGGEST SELLING

COIN MAGAZINE

8,000
PRINTED COPIES
PER MONTH

2,000
GO DIRECT TO
SUBSCRIBERS

FREE
DIGITAL COPIES
TO SUBSCRIBERS

READERSHIP IN EXCESS OF 20,000 PER ISSUE

REACHING OVER
30
COUNTRIES

45-75
AVERAGE READERSHIP
AGE RANGE



World Coin Magazine—
Best Issue 2011, 2013, 2015, 2016.
Plus, Best Professional Periodical 2019.

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
267 x 180 mm

With bleed
303 x 216 mm

Trim

With bleed

1/2 PAGE
131 x 180 mm

1/4 PAGE
131 x 88 mm

1/8 PAGE
63 x 88 mm



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.

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)	267 x 180 mm (trim)
Half Page	131 x 180 (horizontal)	267 x 88 mm (vertical)
Quarter Page	131 x 88 mm	
Eighth Page	63 x 88 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 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.

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 Wednesday	On sale in Newsagents Wednesday
JANUARY 2023	28/11/22	21/12/22	28/12/22
FEBRUARY 2023	19/12/22	18/01/23	25/01/23
MARCH 2023	16/01/23	15/02/23	22/02/23
APRIL 2023	20/02/23	22/03/23	29/03/23
MAY 2023	20/03/23	19/04/23	26/04/23
JUNE 2023	17/04/23	17/05/23	24/05/23
JULY 2023	22/05/23	21/06/23	28/06/23
AUGUST 2023	19/06/23	19/07/23	26/07/23
SEPTEMBER 2023	24/07/23	23/08/23	30/08/23
OCTOBER 2023	21/08/23	20/09/23	27/09/23
NOVEMBER 2023	18/09/23	18/10/23	25/10/23
DECEMBER 2023	23/10/23	22/11/23	29/11/23
JANUARY 2024	20/11/23	20/12/23	27/12/23

Advertising team

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