



PODIATRY REVIEW & WEBSITE

The Institute of Chiropodists and Podiatrists

Podiatry Review

Podiatry Review is the quarterly journal published by The Institute of Chiropodists and Podiatrists which has all the latest news and updates for members, students and subscribers.

It is packed with podiatry and health articles, along with profession news and it is a good source for practitioners to obtain CPD.



Advertising rates

- Full page advertisement £ 710.00 *plus* VAT
- Half page advertisement £ 420.00 *plus* VAT
- Quarter page advertisement £ 275.00 *plus* VAT
- Eighth of a page advertisement £ 150.00 *plus* VAT

Classified rates

- Members £ 0.40 per word *inc.* VAT
- Non-members £ 0.80 per word *inc.* VAT
- Box numbers £ 4.00 *inc.* VAT

Inserts

Please telephone +44 (0)1704 546 141 for prices.

IOCP Website

Classified rates

- One month £ 25.00 *plus* VAT
- Two months £ 40.00 *plus* VAT

Special offers

Place an order for four consecutive advertisements and receive either:

- 15% discount on each advert; or
- Pay for three and receive the fourth advert free of charge

Technical Information

Dimensions

- Journal Size is A4 (Portrait)

| Size of Advertisement | Without bleed (height x width) | With bleed (height x width) |
|--|-----------------------------------|--------------------------------|
| Inside front cover or outside back cover | 297mm x 210mm | 303mm x 216mm |
| Full page | 270mm x 185mm | 276mm x 191mm |
| Half page (landscape) | 130mm x 185mm | 136mm x 191mm |
| Half page (portrait) | 270mm x 90mm | 276mm x 96mm |
| Quarter page - landscape | 65mm x 185mm | 71mm x 191mm |
| Quarter page - portrait | 130mm x 90mm | 136mm x 96mm |

Supply

All advertisements must be supplied either as:

- **PDF** – to PDFx1a standards and have crop marks & 3mm bleed supplied where necessary; or
- **Jpeg** – at 300dpi at 100%, cmyk or RGB and have crop marks & 3mm bleed supplied where necessary.

Advertisements

- All images used within an advert must be at 300dpi.
- Any artwork or materials to be reproduced should be clear, clean and must be in digital format.

Copy dates:

All advertising material must be received by the publisher (The IOCP) no later than the 1st of the month preceding publication as follows:

- **Winter Issue:** January / February / March - Copy deadline: 1st December
- **Spring Issue:** April / May / June - Copy deadline: 1st March
- **Summer Issue:** July / August / September - Copy deadline: 1st June
- **Autumn Issue:** October / November / December - Copy deadline: 1st September

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The Institute of Chiropodists and Podiatrists

Booking form

Company details:

Contact name: _____

Company name (if applicable): _____

Address: _____

_____ Post Code: _____

Tel. (Inc. Area Code): _____ Email: _____

Publication details:

Please indicate which issues you would like your advertisement to be published in by ticking the relevant box(es) below:

Winter Issue: January / February / March

Spring Issue: April / May / June

Summer Issue: July/August/September

Autumn Issue: October / November / December

Payment terms:

Within 30 days of invoice date.

Cancelled bookings incur a 20% charge of the total advertisement cost.

Contact details:

The Institute of Chiropodists and Podiatrists
150 Lord Street, Southport, PR9 ONP

Tel: +44 (0)1704 546141

Email: secretary@iocp.org.uk