

ROYAL  
SOUTHERN  
YACHT CLUB  
SUMMER 2017

the SOUTHERN



# Advertise in *the* SOUTHERN



The 'Southern' is the prestigious magazine of the Royal Southern Yacht Club which has its base in Hamble.

The magazine is produced twice yearly in early Summer and Winter and is distributed to the membership at home and to members overseas. Copies are also mailed to Reciprocal Yacht Clubs both in the UK and abroad.

The 'Southern' is packed with articles on yachting, racing and cruising, motorboats and members activities. It also contains the full sailing programme for the year including regattas, championships and feature sailing events at the Royal Southern. It has a long shelf life and a wide readership.

There are 1800 Members and the total circulation is 3250 copies including Reciprocal Yacht Clubs, guests at the Royal Southern, IRC racers, race crews, visitors to our Prince Philip Yacht Haven, and marine related businesses.

Advertisers also get a link from the supporters and advertisers section of the Club web site to their own web site for the duration of the magazine issue.

## ARTWORK SPECIFICATION

The artwork needs to be produced at 300 dpi and produced in CMYK colours. The artwork needs to be supplied in an Apple Macintosh readable file and saved in a pict, jpeg or tiff file. All fonts, illustrations, and scanned images need to be included with your file. We accept artwork produced in the following software: InDesign, Photoshop and Illustrator. We also accept print ready pdf files. You must make sure that all fonts and pictures are installed at the right resolution and that ALL colours are saved in CMYK.

*If you need help with an advertisement, typesetting and artwork can be produced at minimum cost. Please contact the publishers: Owl House Ltd on 023 8045 4411 or e-mail: mail@owl-house.com.*

To advertise in the 'Southern' magazine contact:

**June Smith. Telephone: 07910 126 355**

**or email: junerexsmith@gmail.com**

**ROYAL SOUTHERN YACHT CLUB**

**ROPE WALK HAMBLE**

**HAMPSHIRE SO31 4HB**

**www.royal-southern.co.uk**

## ADVERTISING RATES FOR 2018

Full colour throughout

|                    | Cost per 1 issue booked | Cost each per 2 issues booked |
|--------------------|-------------------------|-------------------------------|
| Inside front cover | £850                    | £750                          |
| Back cover         | £850                    | £750                          |
| Inside back cover  | £750                    | £650                          |
| Page               | £650                    | £575                          |
| Half page          | £350                    | £285                          |
| Quarter page       | £200                    | £170                          |
| 1/8th page         | £135                    | £110                          |

Terms: On invoice.

10% discount for RSrnYC Members.

## MECHANICAL DATA

| All sizes in mm   | Height    | Width       |
|-------------------|-----------|-------------|
| Page size trimmed | 297       | 210 (A4)    |
| Bleed page size   | 303       | 215         |
| Type page size    | 275       | 183         |
| 1/2 page sizes    | 135 x 183 | or 275 x 90 |
| 1/4 page size     | 135       | x 90        |
| 1/8 page size     | 65        | x 90        |

