

# Media Information 2009

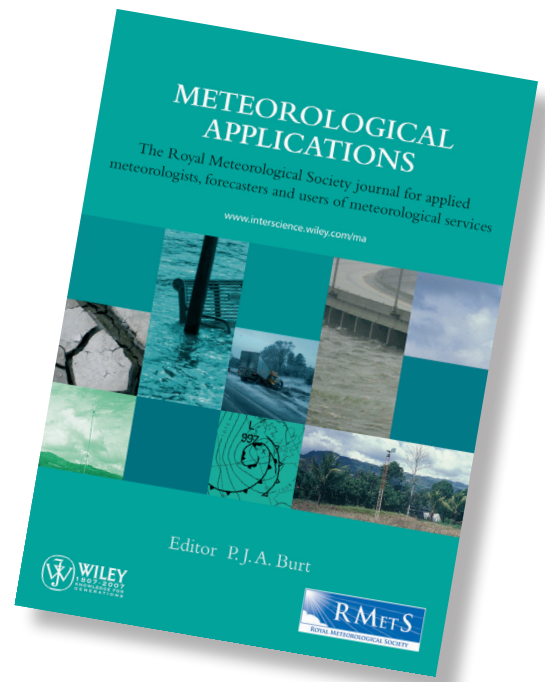
## Meteorological Applications

### Audience

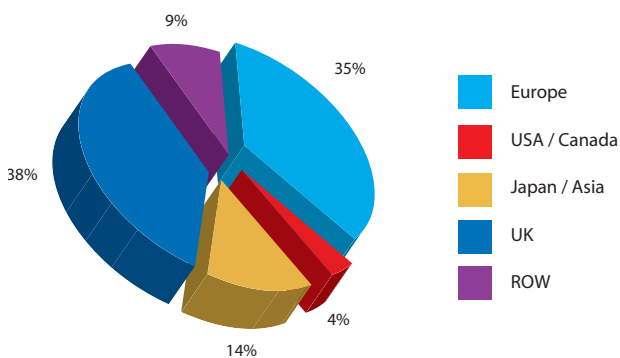
National and international weather services · workers and decision makers in service industries affected by the weather (for example the telecommunications and transport industries) · meteorological broadcasting services and companies · departments of transport and energy · providers of education in the applied meteorological sciences

### Circulation

Estimated Readership 6090  
 Print Run 870  
 Frequency 4 issues



### Regional Breakdown



### Advertisement Sizes

Non bleed	270mm x 180mm
Trimsize	297mm x 210mm (A4)
1/2 page Vertical	270mm x 85mm
1/2 page Horizontal	130mm x 180mm
1/4 page	130mm x 85mm

### Description

The aim of Meteorological Applications is to serve the needs of applied meteorologists, forecasters and users of meteorological services by publishing papers on all aspects of meteorological science, including:

- applications of meteorological, climatological, analytical and forecasting data, and their socio-economic benefits;
- forecasting, warning and service delivery techniques and methods;
- weather hazards, their analysis and prediction;
- performance, verification and value of numerical models and forecasting services;
- practical applications of ocean and climate models;
- education and training.

## Advertising Rates 2009

	Dollar Rates (\$)			Sterling Rates (£)		
	1	3x	6x	1	3x	6x
<b>Mono</b>						
DPS	3390.00	3085.00	2780.00	1990.00	1835.00	1635.00
Whole Page	2040.00	1760.00	1660.00	1200.00	1095.00	970.00
Half Page	2000.00	1095.00	995.00	715.00	665.00	585.00
Quarter Page	715.00	665.00	560.00	435.00	385.00	360.00
<b>2 Colour</b>						
DPS	6095.00	5535.00	5000.00	3570.00	3265.00	2935.00
Whole Page	3675.00	3315.00	2985.00	2170.00	1965.00	1760.00
Half Page	2680.00	2320.00	2115.00	1505.00	1380.00	1250.00
<b>4 Colour</b>						
DPS	7550.00	6760.00	6095.00	4385.00	3980.00	3595.00
Whole Page	4465.00	4055.00	3675.00	2625.00	2400.00	2145.00
Half Page	3115.00	2830.00	2550.00	1835.00	1660.00	1505.00

**Special Colour (non process)** Add \$285.00 (£175.00) to half page 2 colour rate; \$380.00 (£220.00) to whole page 2 colour rate; \$640.00 (£380.00) to DPS 2 colour rate.

**Position Premiums** Covers (IFC, IBC, OBC) +20%

**Other Special Positions** +10%

**Agency Discount** 10%

**Group Discounts** Bookings made into more than one journal can be combined to attract higher series discounts. To qualify, advertisements must be of the same size and colour.

## Schedule 2009

Volume/Issue	Advert Copy Due	Publication Date
16:1	30-Jan-09	13-Mar-09
16:2	1-May-09	16-Jun-09
16:3	30-Jul-09	11-Sep-09
16:4	30-Oct-09	11-Dec-09

## Supply of Advertisements as PDF files

Each advertisement should be supplied as a single-page PDF file, by email or on CD-ROM (do not submit application files or film). A colour-matched hardcopy proof for reference should be sent separately by post. PDFs for monochrome advertisements should not contain colours; those for 4-colour advertisements should only contain colours defined in the CMYK colour space (no spot/Pantone colours or RGB). All fonts must be embedded. Ideal Minimum resolutions for images are 800dpi for line drawings and 300dpi for halftones. You are advised to run a software pre-flight check to ensure these specifications are met (compliance with the PDF/X-1a:2001 standard is advised - see [www.pdf-x.com](http://www.pdf-x.com)). Replacement PDFs may be requested if problems are detected that may affect the printed result. Typesetting for monochrome advertisements can be arranged on request. Printing is sheet-fed offset litho.

## Reprints

Reprints are used by many advertisers to promote their products and services. Reprints of articles published can be arranged. Quotations on request.

## For Further Information

Tanja Turner  
 Account Manager, John Wiley & Sons Ltd,  
 The Atrium, Southern Gate, Chichester, PO19 8SQ, UK.  
 Telephone: +44 (0)1243 770603  
 Fax: +44 (0)1243 770432  
 E-mail: [tturner@wiley.com](mailto:tturner@wiley.com)