

## Advertising in the Royal Meteorological Society journals



### Positioning of adverts

Each of the Society's journals can accommodate advertising. However, the location of the adverts varies for each journal.

*Weather*: Adverts may appear anywhere in the journal including inside front cover and inside and outside back covers. The only place where adverts are not permissible is on the front cover.

*Quarterly Journal* - no advertising on any covers for QJ as the contents are placed in these areas, but adverts can appear close to the inside back cover.

*Meteorological Applications* - adverts can appear on the inside back cover, as contents on outside back cover run to 1 page only. Therefore, the inside back cover and penultimate pages are available for selling as advertising space.

*International Journal of Climatology* - adverts can appear on the inside back cover, as contents on outside back cover only run to 1 page. Therefore, inside back cover and penultimate pages are available for selling as advertising space.

Page dimensions for adverts are:

- whole h = 265 mm w = 185 mm

- half h = 130 mm w = 185 mm

- quarter h = 100 mm w = 120 mm

Announcements can also be accepted from individuals (eg. textbooks or pieces of equipment for sale or wanted). Rates (payable in advance for a quarter-page advertisement including VAT are:

**£40.00 for Society members**

**£50.00 for non-members**

Insertion of advertisers own leaflets can be inserted into any journal at a cost of £385 [per issue, excluding VAT, for a single sheet, folded to A5. Prices for other sizes are by arrangement. Leaflets, which can be distributed to all readers or those in the UK only, should be available at the Society's office by the end of the month preceding the month in which the leaflet is to be inserted.

### **Booking of space**

Space in the journals can be booked in advance provisionally by telephone or email enquiry, followed by a confirmatory order. Space is allocated on a 'first come, first served' basis.

Please contact:

#### **Advertisement Sales Department**

Tanja Turner Account Manager John

Wiley & Sons Ltd. The Atrium

Southern Gate, Chichester West

Sussex, PO19 8SQ, UK Phone: +44

(0)1243 770603 Fax: +44 (0)1243

770432 E-mail: [tturner@wiley.com](mailto:tturner@wiley.com)

### **Advertising in *Weather***

*Weather* is a monthly magazine for everyone interested in meteorology, with a circulation of approximately 5000. Most of the readership is UK-based, although 30% reside abroad in Europe, the USA and Australasia. Among the subscribers are many libraries worldwide. Readers of the magazine include professional and hobby meteorologists, oceanographers, geographers and hydrologists. The magazine is also published online.

Job advertisements and advertisements for books, magazines, software, meteorological equipment and services are welcomed. Send as high-quality jpeg, eps or tiff files, or camera ready copy for scanning or pdf format, at least six weeks before the 1<sup>st</sup> of the month in which the advertisement is due to appear. Advertisements will also appear in the online version at no extra cost.

### **Advertising in *Quarterly Journal***

The *Quarterly Journal* is acknowledged as one of the world's leading meteorological journals and contains papers, notes and correspondence by leading meteorologists presenting the results of their research. This includes original research in the atmospheric sciences, applied meteorology and physical oceanography in a journal which is published eight times a year with additional special issues. Comprehensive review articles, short articles describing minor investigations, or comments on published papers are also considered. The journal is published 8 times a year and there are also additional supplements containing special issues. The readership of 1000 is made up of professional meteorologists, climatologists and atmospheric scientists. Advertisements will also appear in the online version at no extra cost.

### **Advertising in *Meteorological Applications***

Printed quarterly, 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.

The readership of *Meteorological Applications* is made up of members of the Royal Meteorological Society, national weather services, the telecommunications industry, broadcasting services, meteorological companies, departments of transport and energy and international airports. Advertisements will also appear in the online version at no extra cost.

## Advertising in the *International Journal of Climatology*

The *International Journal of Climatology* spans the expanding field of climatology through the publication of research papers, major reviews of progress and reports. It encompasses global and regional studies of climate, local and micro-climatological investigations, long range forecasting, changes of climate and the application of climatological knowledge to a wide range of human activities. Advertisements will also appear in the online version at no extra cost. Readership includes climatologists, meteorologists and atmospheric scientists.

### Advertising Rates 2008

|              | Dollar Rates (\$) |         |         | Sterling Rates (£) |         |         |
|--------------|-------------------|---------|---------|--------------------|---------|---------|
| Mono         | 1                 | 3x      | 6x      | 1                  | 3x      | 6x      |
| DPS          | 3325.00           | 3025.00 | 2725.00 | 1950.00            | 1800.00 | 1600.00 |
| Whole Page   | 2000.00           | 1725.00 | 1625.00 | 1175.00            | 1075.00 | 950.00  |
| Half Page    | 1175.00           | 1075.00 | 975.00  | 700.00             | 650.00  | 575.00  |
| Quarter Page | 700.00            | 650.00  | 550.00  | 425.00             | 375.00  | 350.00  |
| <br>         |                   |         |         |                    |         |         |
| 2 Colour     | 1                 | 3x      | 6x      | 1                  | 3x      | 6x      |
| DPS          | 5975.00           | 5425.00 | 4900.00 | 3500.00            | 3200.00 | 2875.00 |
| Whole Page   | 3600.00           | 3250.00 | 2925.00 | 2125.00            | 1925.00 | 1725.00 |
| Half Page    | 2625.00           | 2275.00 | 2075.00 | 1475.00            | 1350.00 | 1225.00 |
| <br>         |                   |         |         |                    |         |         |
| 4 Colour     | 1                 | 3x      | 6x      | 1                  | 3x      | 6x      |
| DPS          | 7400.00           | 6625.00 | 5975.00 | 4300.00            | 3900.00 | 3525.00 |
| Whole Page   | 4375.00           | 3975.00 | 3600.00 | 2575.00            | 2350.00 | 2100.00 |
| Half Page    | 3050.00           | 2775.00 | 2500.00 | 1800.00            | 1625.00 | 1475.00 |

Special Colour (non process) Add \$280.00 (£170.00) to half page 2 colour rate; \$370 (£215) to whole page 2 colour rate; \$625 (£370) 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.

**A 10% discount is given for six or more advertisements within 12 consecutive months.**

**A 20% discount is given to Corporate Members of the Society. (Only one of the above discounts will apply.)**

### Advertising policy

The Society will ensure that it only accepts advertising from reputable organisations that are aligned with its values as an organisation. Advertising will not be accepted from organisations whose aims or ethics run contrary to the Society's.

Advertising should be aligned to the Society's reputation as a responsible and respected scientific organisation and should, wherever possible, be related to the meteorological sciences.

Advertisements will not be accepted where the Society regards them as being libellous, obscene, contravene any of the provisions of the Trade Description Act 1968 or are deemed likely to bring the Society into disrepute.

The Society retains the right to refuse advertising or request changes where the organisations or advertisements are not in accordance with the above ethos.