

Media Information 2011

Weather

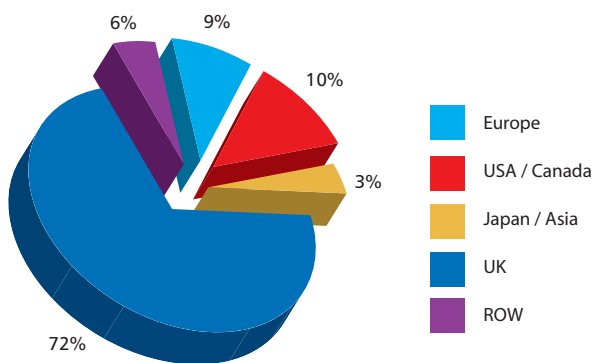
Audience

Professional meteorologists, oceanographers, geographers, hydrologists, climatologists, amateur weather observers

Circulation

Estimated Readership 30100
 Print Run 4300
 Frequency 12 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 journal for all interested in weather, climate and meteorology

Less technical in content and written to appeal to all who have an interest in weather and climate, from professional meteorologists to amateur weather observers.

Weather combines articles of general interest with a range of topical features and presents them in full colour in a digestible format. Covering all aspects of meteorology, its illustrations, correspondence columns, and 'Weather log' are particularly popular. *Weather* is the in-house journal of the Royal Meteorological Society and seeks to keep readers up-to-date with Society news.

Advertising Rates 2011

	Dollar Rates (\$)			Sterling Rates (£)		
	1	3x	6x	1	3x	6x
Mono						
DPS	3325.00	3025.00	2725.00	1950.00	1800.00	1600.00
Whole Page	1975.00	1700.00	1575.00	1105.00	995.00	895.00
Half Page	1150.00	1050.00	925.00	650.00	600.00	525.00
Quarter Page	650.00	600.00	500.00	400.00	385.00	360.00
2 Colour						
DPS	5975.00	5425.00	4900.00	3500.00	3200.00	2875.00
Whole Page	3575.00	3200.00	2875.00	2075.00	1875.00	1675.00
Half Page	2600.00	2225.00	2050.00	1425.00	1300.00	1175.00
Quarter Page	700.00	650.00	595.00	440.00	415.00	395.00
4 Colour						
DPS	7100.00	6600.00	5875.00	4300.00	3900.00	3525.00
Whole Page	4300.00	3900.00	3100.00	2400.00	2300.00	1995.00
Half Page	3000.00	2700.00	2400.00	1650.00	1575.00	1425.00
Quarter Page	975.00	850.00	795.00	475.00	460.00	410.00

Special Colour (non process) Special Colour (non process) Add \$295.00 (£195.00) to half page 2 colour rate; \$395.00 (£230.00) to whole page 2 colour rate; \$675.00 (£395.00) to DPS 2 colour rate

Position Premiums Covers (IFC, IBC, OBC) +10%

Other Special Positions +10%

Agency Discount 15%

Schedule 2011

Volume /Issue	Advert Copy Due	Publication Date
66:1	16-Nov-10	06-Jan-11
66:2	15-Dec-10	04-Feb-11
66:3	20-Jan-11	04-Mar-11
66:4	21-Feb-11	05-Apr-11
66:5	18-Mar-11	05-May-11
66:6	18-Apr-11	06-Jun-11
66:7	20-May-11	05-Jul-11
66:8	22-Jun-11	04-Aug-11
66:9	21-Jul-11	05-Sep-11
66:10	19-Aug-11	04-Oct-11
66:11	22-Sep-11	04-Nov-11
66:12	21-Oct-11	05-Dec-11

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). 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.

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