

THE DRUM MAGAZINE

“Your number one account should always be your own. You can't properly look after your clients or their brands unless you can look after your own first. That's why I advertise in THE DRUM. I'm looking after number one.”

Rob Morrice, IAS B2B Marketing

Great reasons to advertise in THE DRUM...

...the magazine's regular readership breaks down, with a heavy bias towards top level management reaching the key decision makers

- ▶ **Managing director: 38%**
- ▶ **Marketing director/senior management: 28%**
- ▶ **Creative director: 11%**
- ▶ **Accounts: 5%**
- ▶ **Other: 18%**

Be noticed by decision makers

Ranking amongst the UK's most important marketing publications, THE DRUM is a great place to build your brand. From Land's End to John O' Groats, it covers all the regions and cities, giving a balanced view of our industry. Which is why THE DRUM is read by the people who matter in marketing.

Target your audience

Because this is the magazine your peers read, it's where important conversations begin. So take some space to make sure you're the main topic of that conversation and everyone knows you're doing more than alright.

And if your favourite clients or best new prospects aren't on our distribution list, then we'll put them on it for the issues in which your ads appear.

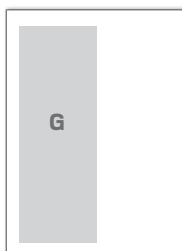
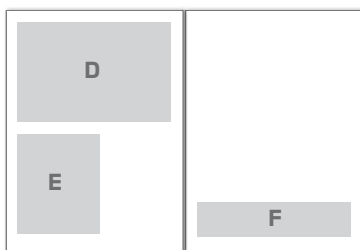
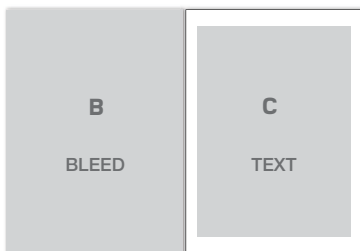
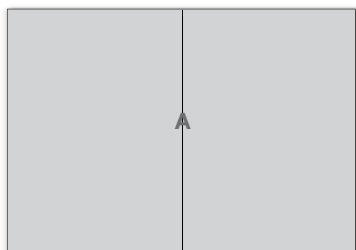


Client/Agency split

AGENCY/SUPPLIERS	68%
CLIENTS	32%

WE'RE HERE TO HELP YOU FIND THE BEST ROUTE TO MARKET

Contact Sales Team on 0141 552 5858 or @ DrumSales@thedrum.co.uk
Technical specifications and rates overleaf



RATECARD

DISPLAY & FEATURE ADVERTISING

SIZE	
DPS (A)	£2,500
Full Page (B/C)	£1,450
Half Page (D or G)	£950
Quarter Page (E)	£695
Banner (F)	£425

RECRUITMENT/CLASSIFIED

SIZE	
Rec. Column cm	£39
Rec. Full Page	£2,800
Class. Column cm	£15

KNOWLEDGE BANK

full page editorial with contact details, branding and images	£1450
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INSERTS & SPECIALS

SIZE	
10 gms	£1,120
20 gms	£1,350
Bellyband	£3,650
Gatefold (Single)	£5,850
Cover mount (Tip-on)	£3,700
Page Mount (Internal Tip-on)*	£1,955
Coverwrap	£6,500

*Based on full run. Pre-printed and supplied to specification.
Other insert weights are available on request.* Price exclusive of advertising costs
Data sales also available – please contact Drum Sales for further info, 0141 552 5858*

All prices are exclusive of VAT

MECHANICAL DATA

DISPLAY & FEATURE ADVERTISING

DPS Trim Area	330mm deep x 480mm wide
DPS Text Area	298mm deep x 448mm wide
Page Trim Area	330mm deep x 240mm wide
Page Text Area	298mm deep x 216mm wide
Half Page Landscape	147mm deep x 216mm wide
Half Page Portrait	298mm deep x 106mm wide
Quarter Page Portrait	147mm deep x 106mm wide
1/8 Page Banner	30mm deep x 216mm wide
Bleed size	Plus 3mm all round

RECRUITMENT ADVERTISING

Page Text Area	290mm deep x 216mm wide
Half Page Landscape	140mm deep x 216mm wide
1 column	38mm wide
2 column	82mm wide
3 column	127mm wide
4 column	172mm wide
5 column	216mm wide

CLASSIFIED ADVERTISING

1 column	38mm wide
2 column	82mm wide
3 column	127mm wide
4 column	172mm wide
5 column	216mm wide