

Dietetics Today

BDA The Association of UK Dietitians

RATE CARD 2020

DISPLAY & RECRUITMENT COST PER AD FOR ONE INSERTION

DPS	£3,995
Full Page	£2,250
Half Page Landscape	£1,250
Half Page Portrait	£1,275
Quarter Page	£675

SPECIAL POSITIONS COST PER AD FOR ONE INSERTION

Inside Front Cover	£2,650
Inside Back Cover	£2,650
Outside Back Cover	£2,750

INSERTS COST PER THOUSAND

Up to 10 grams	£175
Up to 15 grams	£190
Up to 20 grams	£199
Up to 20 grams and over	POA

Please note a minimum of 9,000 loose inserts applies to the above quotes. All priced are subject to VAT. For bespoke advertising or sponsorship opportunities, please contact Century One Publishing for more details. Please refer to our terms and conditions.

SPECIAL INSERTS COST PER AD FOR ONE INSERTION

Belly Band PRINTED ON BOTH SIDES	£3,500
Belly Band PRINTED ON ONE SIDE	£3,000
Bound Insert	EPOA
Glued Insert	EPOA

BDA MONTHLY EZINES COST PER AD FOR ONE MONTH (Members Monthly and Research ezines)

Top banner	£1,000
Middle banner	£695
Bottom banner	£550
Solus position	£2,000

FOLDOUTS COST PER AD FOR ONE INSERTION

Front Cover Gate Fold (2 PAGES)	£5,000
Front Cover Gate Fold (3 PAGES)	£6,500
Front Cover Roll Fold (5 PAGES)	£8,650
Back Cover Gate fold (4 PAGES)	£8,400
Back Cover Roll Fold (6 PAGES)	£10,500
Centre page Foldouts	POA

ONLINE OPTIONS COST PER AD FOR ONE MONTH

Home page skyscraper	£1,700
Home page box	£1,275
Specialist group skyscraper	£1360
Specialist group box	£1,020



The British Dietetic Association (BDA) is the only body in the UK to represent the whole of the dietetic workforce. The BDA is a trade union and professional body, representing the professional, educational, public and workplace interests of over 9,800 members. The Association provides a large amount of information for anyone interested in food and nutrition as well as dietetics as a career. Members also have access to a wide variety of resources and support in their work or practice.

9.8k members

BDA membership is open to anyone working in dietetics, nutrition, or who has an interest in diet or food. Over 83% of HCPC registered dietitians belong to the BDA. Members represent the whole of the dietetic workforce including; practitioners, researchers, educators, support workers and students.

Dietetics Today is the official magazine for BDA members. Packed with relevant articles and features about the BDA, nutrition and dietetics, it keeps the reader in touch with the wider membership and profession.

DATES FOR YOUR DIARY

Month/Issue	BOOKING DEADLINE	ARTWORK DEADLINE	INSERT DELIVERY DEADLINE	PUBLISHING DATE
February	13 January	15 January	03 February	10 February
March	10 February	12 February	02 March	09 March
April	16 March	18 March	06 April	13 April
May	13 April	15 April	04 May	11 May
June	11 May	13 May	01 June	08 June
July/August	13 July	15 July	03 August	10 August
September	10 August	12 August	01 September	07 September
October	14 September	16 September	06 October	12 October
November	12 October	14 October	02 November	09 November
December/January 21	16 November	18 November	07 December	14 December

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Contact us

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Artwork Studio

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Dietetics Today

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ARTWORK SPECIFICATIONS

DISPLAY AND RECRUITMENT

DPS	width and height (mm)
Trim size	420 x 297
Type size	390 x 274
Bleed size*	426 x 303

Please don't place text in the 10mm either side of the vertical centre to allow for the gutter

Full Page	width and height (mm)
Trim size	210 x 297
Type size	190 x 277
Bleed size*	216 x 303

Half Page	width and height (mm)
Trim size	190 x 133
Landscape (no bleed required)	

Half Page	width and height (mm)
Trim size	92.5 x 270
Portrait (no bleed required)	

Quarter Page	width and height (mm)
Trim size	190 x 61
Landscape (no bleed required)	

Quarter Page	width and height (mm)
Trim size	92.5 x 133
Portrait (no bleed required)	

SPECIAL INSERTS

Belly Band	width and height (mm)
Trim size	440 x 60
Bleed size	446 x 66

ONLINE OPTIONS

Position	width and height
(pixels)	
Home page skyscraper	278 x 470
Home page box	278 x 187
Specialist group skyscraper	278 x 470
Specialist group box	278 x 187

EMAIL NEWSLETTER SLOT

Banner	width and height (pixels)
Landscape	630 x 150

ARTWORK CREATION

NEW DESIGN	DESIGN COST	INC I.P. RIGHTS
DPS	£685	£795
Full Page	£415	£525
Half Page	£265	£345
Quarter Page	£160	£245
Eighth Page	FREE	INCLUDED

UPDATING EXISTING ARTWORK COST PER AD

Amending artwork	£50
Small text amends	£30
Extra amends/proof (per round)	£20
Creating PDF from your files	£20

Please note that if your ad is booked under an SCC rate and you require artwork creation we will ROUND UP to the nearest suitable size. If your artwork is larger than a standard eighth page you will be charged at the quarter page rate. A single round of amends is included in the artwork price.

All prices quoted are subject to VAT. Please refer to our terms and conditions.

For all artwork with a white background and no bleed please add a keyline/frame around all edges of your advertisement.

For display, recruitment, and carrier sheet print ads, high res, press ready artwork should be supplied in digital format to creative@centuryonepublishing.uk. PDF, JPG or TIFF files are accepted, all artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded. We regret that we are unable to accept responsibility for the outcome of digitally supplied material unless accompanied by an exact colour proof.

For online and email newsletter ads, artwork should be RGB colour, 72 dots per inch (dpi), JPG file. Please supply a URL for click-through, no embedded links accepted.

STEP ONE

Decide your ad size and whether you need artwork produced. Tell your sales rep and complete the booking form.

STEP TWO

Once all is booked in, our design studio will contact you to discuss the look of your ad and obtain your branding guidelines and your ideas for the design and what you want it to communicate.

STEP THREE

Send the designer your copy and images, high res logos, colour references and branding guidelines if applicable, along with any other information that you would like on the ad.

STEP FOUR

The designer will email over an artwork approval form (this is your proof). Mark up any amends or call to discuss. Or if it looks good sign and return the form.

STEP FIVE

A second proof will be issued for sign off. Fill in the form at the bottom and return to the designer. Additional amends/proofs may incur additional charges. If you have purchased the intellectual property rights (where applicable) we will send you the press ready pdf and all design files.

Contact us

Advertising Sales

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