

RATE CARD

# CITY SECURITY

2011  
Rate  
Card



*- Essential reading for anyone connected with crime prevention, security and community safety*

- Advertising Rates
- Technical Specification
- Acceptance Forms



2011 RATE CARD

**ISSUE 39: To be distributed w/c 07 March 2010**  
**ISSUE 40: To be distributed w/c 06 June 2010**  
**ISSUE 41: To be distributed w/c 12 September 2010**  
**ISSUE 42: To be distributed w/c 28 November 2010**

## Rates & Spec.

Copy date for artwork is 3 weeks before distribution date.

### Media costs

Full page Ad - Prime position Back page (or) Inside front cover	£1,350.00
Full page Ad - Prime position front section section	£1,150.00
Full page Ad - Inside	£ 900.00
Half page	£ 650.00
Quarter page	£ 300.00

*10% discount if you place four advertisements in year.*

VAT Extra

### Technical specifications

Full page Ad - Inside front cover size to type area*	245 mm high x 180mm wide
Full page Ad - Print area**	280 mm high x 210 mm wide
Half page Ad - Type area	120 mm high x 180 mm wide
Quarter page Ad - Type area	120 mm high x 88 mm wide

All Ads will be printed in CMYK. Please supply your artwork as high resolution PDF file.

\* For Inside front cover ad only. \*\* Add 5mm bleed around your artwork for full page ads.

### Artworks & Directory Ad logos: email to [db@berkoffdesign.co.uk](mailto:db@berkoffdesign.co.uk)

Email your Ad artwork as a high resolution cmyk PDF file.

For your Directory Ad, email your company logo as a high-res eps or jpeg file.

Please title your Email "City Security (your company name) Ad"

### Printers Proofs

On receipt of your artwork, a PDF printers proof will be emailed to you for approval. You must then email or fax back your approval / comments.

### Creative

If you require assistance in preparing the design and artwork of your Ad, please contact David Berkoff at Berkoff Design & Communications, details below.

For further assistance please contact; David Berkoff

Tel: 020 8275 3303 Mobile: 07957 580 550 Email: [db@berkoffdesign.co.uk](mailto:db@berkoffdesign.co.uk)

# Advertising RATE CARD



Please complete this form in **CAPITAL LETTERS** and FAX to: **020 8275 3301**

Your Full Name Mr/Mrs/Ms.....

Company Name .....

Billing Address .....

.....

.....

..... Postcode: .....

Telephone No:..... Fax No: .....

Email Address:.....

I wish to place an advertisement(s) in City Security Magazine as detailed below.

Issue 39       Issue 40       Issue 41       Issue 42 (Please tick box)

Full page Ad, Prime position, back page (or) Inside front cover..... £ 1,350.00

Full page Ad, Prime position, front section..... £ 1,150.00

Full page Ad ..... £ 900.00

Half page Ad ..... £ 650.00

Quarter page Ad ..... £ 300.00

We would like to place four advertisements in year for 10% discount

Prime position Ads are available on first confirmed booking basis.      VAT Extra.

We / our agency will supply artwork for our Ad.....  Yes    or     No

Please call me to help us prepare artwork for our Ad.....  Yes    or     No

Your Name .....

on behalf of.....

Signed ..... Date .....

On receipt of this form you will be sent an invoice for full amount.

**Only on receipt of full payment of your invoice will your Ad appear.**

# The **DIRECTORY** acceptance form

Please complete this form in **CAPITAL LETTERS** and FAX to: **020 8275 3301**

Your Full Name Mr/Mrs/Ms.....

Company Name .....

Billing Address .....

.....

..... Postcode: .....

Telephone No:..... Fax No: .....

Email Address:.....

I wish to place a Directory ad(s) in City Security Magazine as detailed below.

**Issue 39**       **Issue 40**       **Issue 41**       **Issue 42** (Please tick box)

Directory Ad in One issue..... £ 150.00

Directory Ad in Two issue..... £ 300.00

Directory Ad in Three issue..... £ 450.00

Directory Ad in Four issue (with 10% discount)..... £ 540.00

VAT Extra

**Enter up to 16 words copy here:** .....

.....

.....

.....

**Tel:** .....

**Email:** .....

**Web:** .....

Your Name .....

on behalf of.....

Signed ..... Date .....

On receipt of this form you will be sent an invoice for full amount.

**Only on receipt of full payment of your invoice will your Ad appear.**



## What we say...

City Security Magazine is filled with informative articles and current views on one of the most important issues this century - Security.

Our regular features for 2011 will include; Info Security, CoL Police News, City Life styles, Safer City partnership reports and Project Griffin International. Although we don't theme each issue we will cover current and important topical security issues as they arise throughout the year.

Last year we covered a variety of security issues that included; Crisis Management, Fraud, London Olympic security threats, Security salary survey, CCTV, Economic crime, Managing Work violence, Manned Guarding, Gun crime, Victim Support and the Terrorism threat.

City Security Magazine has a distribution of over 3,000 with copies also being sent to security organisations in USA, Canada, Singapore, India and Australia. The magazine is delivered completely free of charge to all members of the City of London Crime Prevention Association and CEO, MD's and Security personnel of a variety of prominent groups and organisations including;

- All the major companies in the City of London and Canary Wharf
- British Banks security liaison groups
- Every Police Force in the UK
- Members of the City of London Corporation
- Crime & Disorder reduction partnerships

City Security Magazine is published quarterly on behalf of the City of London Crime Prevention Associations in partnership with the City of London Police.

**To book your advertising space in our next issue, please complete the form overleaf and fax to 020 8275 3301 or email [db@berkoffdesign.co.uk](mailto:db@berkoffdesign.co.uk)**

### TERMS & CONDITIONS:

All Ads are available on first confirmed booking basis. To confirm placement of your Ad, please complete and fax or email back the Acceptance Form.

City Security Magazine will then send you an invoice for the full amount.

**Only on receipt of full payment will your advertisement appear.**

Please do not send payment until you have received our written invoice.

City Security Magazine reserves the right to reject any advertisements they deem as unsuitable.

**Cancellation:** If the Magazine receives notification to cancel a pre booked Ad up to three weeks before publication date, the advertiser will be liable to pay full amount invoiced.



## What they say...

Here are just a few of the many complimentary quotes our magazine has received over the past year. Full testimonials can be found on [www.cityoflondoncpa.org.uk](http://www.cityoflondoncpa.org.uk)

"... an innovative and colourful publication."

*Elizabeth Manning - Crimestoppers Trust*

"... a fantastic and unique read, the editorial is always informative and varied." *Claudine Piggott - Victim Support.*

"... the magazine is distributed to partners across the world and is a sought after publication for advertisers keen to highlight their business. City Security packs a punch that other larger publications find hard to match. It has become 'the' security magazine for security professionals in the City. The City of London Police is delighted to support City Security Magazine we would highly recommend it to the security industry."

*Frank Armstrong - Assistant Commissioner City of London Police*

"... I thoroughly commend the City Security magazine. It is an important part of our security architecture."

*Peter Clarke CVO OBE QPM- former head of counter terrorism at New Scotland Yard. Non-executive director of Knightsbridge Guarding Ltd and senior advisor to Olive Security*

"The breadth of topics covered is diverse, but they always manage to engage the reader both in their substance and their presentation. To its target audience, there has been no better journal."

*David Mundell - Group Sales Director. Axis Security Limited.*

## Have your say...

**A**t City Security Magazine we are always looking for informative and current security related articles. So if you have something to say, that isn't an advertorial, we would like to hear from you. Email Eugene Mahony, editor at [euegne@berkoffdesign](mailto:euegne@berkoffdesign) for copy guidelines and discuss with him what you'd like to write about.