

Advertising in the magazine

Sizes, rates and requirements

Since we changed our membership grades in 2015, the numbers joining the Society have increased steadily and our membership is now standing at 2350. Your ad now reaches more people! And don't think that because *Editing Matters* is online that people will not read it: SfEP members are people who read things – it's what they do! We've also set up *Editing Matters* to be fully printable from a PC, Mac or tablet, so people can print it and read it with their coffee.

In a recent survey of the SfEP membership, *Editing Matters* was universally acknowledged to be one of the major benefits of joining the Society.

Rates

Size	Width × height (mm)	Rate
Full page	Up to A4	£550
Half page	190 × 129 or 92 × 259	£250
Third page	190 × 80 or 125 × 125	£200
Quarter page	92 × 129	£175
Box	60 × 60	£120

Rates are per issue.

Special requests and positions

Please contact the editor:

Hazel Reid (01620 860831, em@sfep.org.uk).

Cover advertising is available.

Series discounts

- 10% for 2 issues
- 15% for 3 issues
- 20% for 6 issues

Series discounts require advance payment.

Requirements

Format

Adverts must be supplied as finished artwork, ready for print.

Computer files are preferred, either in vector format (e.g. from Adobe Illustrator or InDesign) or in bitmap format (e.g. from Adobe Photoshop).

- File formats: TIFF, EPS or PDF
- Halftone resolution: 300 dpi
- Line art resolution: 600 dpi minimum
- EPS and PDF files must have embedded fonts

Colour

- Full colour (CMYK) – but fewer colours (eg black only) can be used if you wish
- No spot colours

Deadlines 2017

Magazine issue	Booking deadline	Artwork deadline
March/April	23 January	3 February
May/June	17 March	3 April
July/August	19 May	5 June
September/October	21 July	7 August
November/December	22 September	9 October
January/February	17 November	4 December

All prices are exclusive of VAT

Order form

Issue(s)

I would like to advertise in the _____ issue(s) of *Editing Matters*

Type of advertisement

Tick the boxes that apply:

full page half page third page quarter page box

Price _____

Other requirements or instructions

Your contact details

Name _____

Company _____

Address _____

Postcode _____

Tel _____

Email _____

Please return this form to:

Hazel Reid, The Editor, *Editing Matters*

em@sfep.org.uk / 4 Blue Row, Whittingehame Mains, Haddington, East Lothian EH41 4QA

About *Editing Matters*

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Editing Matters is the magazine of the Society for Editors and Proofreaders (SfEP). Its aim is to communicate Society business, policy and activities in a lively and informative way to its readers, and to keep them up to date with matters of professional and editorial interest.

Editing Matters reaches a well-defined group of professionals:

- 75% are female
- the average age is 45
- nearly two-thirds still work for traditional publishers but few work exclusively for them
- SfEP members work for businesses, corporates, authors, students, international bodies, charities and many others, in print, online and in other media that use text
- 90% work as freelances, either as sole traders or through their own small business
- an average of £3500 per annum is spent on equipment and supplies by each member.

Overview

- Circulation: 2500
- Extent: 16pp
- Frequency: 6 per annum
- Recipients: individual members of the SfEP, Corporate Subscribers, related organisations, former members

About the SfEP

The SfEP is the UK professional society for copy-editors and proofreaders who are employed, self-employed or freelance. Established in 1990, the SfEP became a limited company in 2003.

The SfEP works to promote high editorial standards and to achieve recognition of the professional status of its members.

The SfEP does this by:

- providing information to assist its members to find work
- training and accreditation
- setting editorial standards that are followed by the whole publishing industry
- networking and conferences.

You can find out more about the SfEP by visiting our website:

www.sfep.org.uk