

Editing *matters*

» Upholding editorial excellence

Advertising in the magazine

The Society for Editors and Proofreaders goes from strength to strength, and our membership now stands at 2500 and is expected to increase this year.

So your ad now reaches more people!

We have recently completely redesigned our online magazine, *Editing Matters*, giving it a fresh new look. The aim of the magazine has changed to be less about news and more about what working life is like for editors and proofreaders and what knowledge and skills they need to find and do their work.

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 ¹
Full page	186 × 255.5 210 × 280 (full bleed) ²	£600
Half page (across or down the page)	120 × 186 120 × 210 (full bleed) ² 90.5 × 237.5 120 × 280 (full bleed) ²	£300
Quarter page	90.5 × 140	£200
Box	90.5 × 90.5	£140

1. Rates are per issue and exclusive of VAT
2. 'Full bleed' means ads with sides going to page edges rather than to margin edges: 3 mm extra **must** be added to each of these sides

Series discounts

- 10% for 2 issues, 15% for 3 issues, 20% for 6 issues
- Series discounts require advance payment

REQUIREMENTS

Format

- Ads to be supplied as finished artwork.
- File type: either vector format (e.g. from Adobe Illustrator or InDesign) or in bitmap format (e.g. from Adobe Photoshop).
- File type: TIFF, EPS or PDF
- Halftone resolution: 300 dpi minimum
- Line art resolution: 600 dpi minimum

Colour

- Full colour (RGB) – but fewer colours (eg black only) can be used if you wish
- Spot colours will be converted to RGB

DEADLINES 2018

Magazine issue	Booking deadline	Artwork deadline
March/April	22 January	2 February
May/June	16 March	6 April
July/August	18 May	8 June
September/October	20 July	3 August
November/December	21 September	5 October
January/February	16 November	7 December

SPECIAL REQUESTS AND FURTHER INFORMATION

Contact the Editor: Hazel Reid (01620 860831, em@ssep.org.uk)



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 Quarter page Box

Price _____

OTHER REQUIREMENTS OR INSTRUCTIONS

YOUR CONTACT DETAILS

Name _____

Company _____

Address _____

Postcode _____

Phone _____

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*

ABOUT EDITING MATTERS

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 40
- 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 freelancers, 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: approx. 24 pp
- Frequency: 6 per annum
- Recipients: individual members of the SfEP, Corporate Subscribers, related organisations, retired members

ABOUT THE SFEP

History

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.

Aims

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.

Find out more about the SfEP by visiting our website:
www.sfep.org.uk

sfep