

Reach

DAILY EXPRESS



Ratecard 2018

Display Mono

	scc	page
Firm Day	£97	£23,765
Run of Week	£85	£20,825
North (Including Scotland)	£36	
Scotland Only	£19	
South	£60.50	

(Page size - 35cm x 7 columns = 245cm)

Display OTR Colour

Firm Day	£141	£34,545
Run of Week	£128	£31,360

Features (Minimum 5 scc's)

Holidays & Travel, Gardening, Postal Bargains	£85
Express Money	£97

Special Positions

Any Positional Guarantees	+10%
Express Money Front Page Earpiece	£500
Back Page Solus	£4,250

Digital - Standard Formats

HPTO desktop	£5,500
HPTO mobile	£2,000
Leaderboard (728x90)	£10 CPM
MPU (300x250)	£12 CPM
Double MPU (300x600)	£22 CPM
Billboard (970x250)	£24 CPM
Rich Media	POA
Skin	£75 CPM
Mobile banner (320x50)	£8 CPM
Mobile MPU (300x250)	£10 CPM
Mobile Rich Media	POA

Reach

Reach PLC, One Canada Square,
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T: 020 7293 3000

www.reachplc.com

Registered Office: One Canada Square, Canary Wharf, E14 5AP Registered No. 82548 England & Wales

Reach

DAILY EXPRESS SATURDAY



Ratecard 2018

Display Colour	page
Run of Magazine	£30,000
Special Positions	page
Outside Back Cover	£35,000
Inside Front Cover/Inside Back Cover	£34,000
Any Other Positional Guarantees	£33,000
Advertisement Features	page
Page	£39,000
Sponsorship Rates	On application
Inserts	
Loose insert (sheet to 16 pages)	£25
Loose insert (16+ pages)	£30
Bound-in	£40
Post-it	£50
Tips On (+page cost)	£40

Special printing facilities i.e. fragrance and gummed cards on request. Minimum value of inserts is 50,000

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