

# NUDE & NATURAL



THE PREMIER MAGAZINE OF NATURIST LIVING

## 2008 ADVERTISING RATE CARD

ADDITIONAL 10% DISCOUNT AVAILABLE FOR NATURIST SOCIETY MEMBERS

### MARKETPLACE

	1x	2x	3x	4x
• 1/12 page	\$159.75	\$151.76	\$143.78	\$135.79
• 1/6 page	\$253.00	\$240.35	\$227.70	\$215.05
• 1/4 page	\$361.50	\$343.43	\$325.35	\$307.28
• 1/3 page	\$425.25	\$403.99	\$382.73	\$361.46
• 1/2 page	\$595.50	\$565.73	\$535.95	\$506.18
• Full page	\$1,256.50	\$1,193.68	\$1,130.85	\$1,068.03

- All ads are printed in 4 color.
- Ad production, design, and layout included in the advertising rate.
- Advertisements are subject to editor approval.
- New advertisers must pay for advertisement one month in advance of publication.
- Any verbal or written agreement made in person, by telephone, mail, E-mail or fax between N and the advertiser is considered a binding contract. "Contract" means any number of consecutive issues.
- Contract advertisers are responsible for providing new ads or changes for each issue by the materials deadline. If changes do not arrive in time the previous issue's ad material will be used. Cancellations will not be accepted after the materials deadline.
- The Naturist Marketplace, a section of targeted advertising, appears in the back of each issue of N. Classified advertising is not available.

### DISPLAY

	1x	2x	3x	4x
• 1/12 page	\$199.50	\$189.53	\$179.55	\$168.58
• 1/6 page	\$315.00	\$299.25	\$283.50	\$267.75
• 1/4 page	\$401.50	\$381.43	\$361.35	\$341.28
• 1/3 page	\$472.50	\$448.88	\$425.25	\$401.63
• 1/2 page	\$661.50	\$628.43	\$595.35	\$562.28
• Full page	\$1,420.00	\$1,349.00	\$1,278.00	\$1,207.00

#### INSERTS:

PREPRINTED, HAND INSERTED = \$3,100  
 PRINT, DIE CUT, & HAND INSERTED = \$4,960  
 PRINT, DIE CUT, & GLUE ONTO AD = \$6,140  
 PRINT, DIE CUT, & PERFORATE INSIDE BACK COVER = \$4,122

NOTE: Insert cost is quoted on an individual basis. Please contact TNS for more information

TO RESERVE INSIDE COVER ADD 15%; OUTSIDE BACK COVER, ADD 20%

### AD SIZES

Publication Trim Size = 8.375" x 10.75" ~ Perfect Binding

- 1/12 page Square = 2.25" x 2.25"
- 1/6 page Horizontal = 4.75" x 2.25" ~ Vertical = 2.25" x 4.5"
- 1/4 page Square = 3.5" x 4.5"
- 1/3 page Square = 4.75" x 4.5" ~ Horizontal = 7.25" x 3" ~ Vertical = 2.25" x 9.25"
- 1/2 page Horizontal = 7.375" x 4.5" ~ Vertical = 4.75" x 6.75"
- Full page Live Area = 7.375" x 10.375" Full Bleed Ads = Minimum .125" Beyond Final Trim

CUSTOM AD SIZES AND PREMIUM PLACEMENT AVAILABLE. PLEASE CONTACT CARMEN HAMM FOR MORE DETAILS.

### N IS PUBLISHED QUARTERLY :

Space reservations are due 6—8 weeks prior to publication date.

- Spring—February 15
- Summer—May 15
- Fall—August 15
- Winter—November 15