The Lady

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PUBLISHED
Weekly

VAT NUMBER
GB 939 9369 51

HOLIDAYS 2010

Take out SIX OR MORE insertions
and receive an additional complimentary insertion for this series only in ANY issue of your choice
(closing date for this offer is FRIDAY 18 DECEMBER)

HOLIDAYS ABROAD
26th JANUARY ISSUE
(Press day closing time: Wednesday 20th January)

HOLIDAYS IN BRITAIN
2nd FEBRUARY ISSUE
(Press day closing time: Wednesday 27th January)

125th ANNIVERSARY
16th FEBRUARY ISSUE
(Press day closing time: Wednesday 10th February)

OUR DOUBLE ISSUE
22nd DECEMBER
(Press day closing time: Tuesday 15 December)

DISCOUNTS
are only available for the SAME advertisement and series may appear CONSECUTIVELY, ALTERNATELY or on SPECIFIED dates without affecting relevant discount

ONLINE
All advertisments will also appear online at www.lady.co.uk

CREDIT CARDS
are now accepted

CHARGES - VAT INCLUSIVE

TABLE 1
For **LINEAGE** advertisements

First 10 words £30.00

Each further 5 words (or part of 5 words) £13.00

'Lineage' style
Advertisements printed in this way are known as 'Lineage'. Please see Table 1 for costs of single insertions and the advantageous rates for series of 6 or more insertions.

Number of words	Cost of 1 insertion in print & on-line	6 insertions with 10% disc in print & on-line	13 insertions with 15% disc in print & on-line	26 insertions with 20% disc in print & on-line
	£ p	£ p	£ p	£ p
10	30.00	162.00	331.50	624.00
15	43.00	232.20	475.15	894.40
20	56.00	302.40	618.80	1164.80
25	69.00	372.60	762.45	1435.20
30	82.00	442.80	906.10	1705.60
35	95.00	513.00	1049.75	1976.00
40	108.00	583.20	1193.40	2246.40
45	121.00	653.40	1337.05	2516.80
50	134.00	723.60	1480.70	2787.20
55	147.00	793.80	1624.35	3057.60
60	160.00	864.00	1768.00	3328.00
65	173.00	934.20	1911.65	3598.40
70	186.00	1004.40	2055.30	3868.80
75	199.00	1074. 60	2198.95	4139.20

BOX NUMBERS for each insertion £10.00

TABLE 2
For **SEMI-DISPLAY** advertisements

3 centimetres single column width (approximately 50 words) £150.87

Each further centimetre £50.29

'Semi-display' style
In this form of setting about 50 words will fit into the minimum space of 3 cms single column width. When more words are added, each further 1-15 words increases the size by 1 centimetre.

Centimeters	Cost of 1 insertion in print & on-line	6 insertions with 10% disc in print & on-line	13 insertions with 15% disc in print & on-line	26 insertions with 20% disc in print & on-line
	£ p	£ p	£ p	£ p
3 cms	150.87	814.70	1667.11	3138.09
4 cms	201.16	1086.26	2222.82	4184.13
5cms	251.45	1357.83	2778.52	5230.16
6 cms	301.74	1629.40	3334.23	6276.19
7 cms	352.03	1900.96	3889.93	7322.22
8 cms	402.32	2172.53	4445.64	8368.25
9 cms	452.61	2444.09	5001.34	9414.29
10 cms	502.90	2715.66	5557.05	10460.32

■ All advertisements are accepted for publication subject to the standard conditions printed in The Lady each week