

Production Information

Where possible use the following guidelines to create PDF files that conform to our specifications for advertisement artwork:

- All files to be supplied as high-resolution PDFs
- Files must be centred to the page with crop marks and 3mm bleed
- All images contained within the PDF must be high-resolution (300dpi recommended), CMYK format

We are happy to assist with advertisement artwork should you require it.

White Rose Masonic News Price List Advertising Rates

Description	Height (mm)	Wide (mm)	Cost per Insertion (+ VAT)
Back cover	267	180	£1,100.00
Inside back cover	267	180	£640.00
Inside front cover	267	180	£640.00
Inside full page	267	150	£600.00
Half page horizontal	130	180	£320.00
Three column	85	180	£250.00
Two column	85	118	£200.00
Single column	85	56.5	£150.00
Communal classified	20	45	£30.00

Unless the advertisement is associated with a feature we ask for a minimum booking of two editions after which advertising will be continued in each edition thereafter until we are instructed it is no longer required.

Terms & Conditions

The right to decline or omit any advertisement is reserved and all copy subject to approval. Advertisements are accepted only on the condition that the advertisement does not in any way contravene the provisions of the Trade Descriptions Act.
 CANCELLATION PERIOD – 8 Weeks prior to publication date.

TERMS OF BUSINESS – You will be invoiced on publication and payment becomes due on presentation of invoice.

Any specialist requirement must be stated in writing at the time of booking
 Exclusivity is not offered in any format.

CONTACTS:

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White Rose

MASONIC NEWS



Reaching over
10,000
 active readers in Yorkshire



Spring/Autumn 2013 Advertising Rates

The White Rose magazine is a bi-annual, full colour publication delivered to every Lodge in the Province of Yorkshire West Riding - a total of over 7,000 Masonic members. Covering news and events within the province in addition to articles written by Masons for Masons, which is why it maintains a high level of interest and retention. Copies are kept for 2 to 3 months and read by family and friends and is available to view and download from the Provincial web site for several years.



Why advertise in the White Rose?

Firstly, the majority of our readers are actively involved in masonry with 'active' being the operative word. This means that Masons, in the main, are able and do take an active interest in life and what it has to offer whether through hobbies, holidays, services or goods.

Secondly, they are invariably 'empty-nesters', which leaves them with a disposable income not usually available to the younger market.

Thirdly, with 60 becoming the new 40, more and more people in this age group are taking a keen interest in activities and services that were previously unavailable.

Social grade: ABC1 A high number of Masons are active or retired businessmen with a reasonable level of disposable income.

Activities: Many Masons take 2 or 3 holidays abroad a year, travelling by air and going on cruises. They also take advantage of weekend breaks and coach tours.

Educated: Masons invariably have an active and interested mind - keen to learn of new time and effort saving ideas.



Many Masons take 2 or 3 holidays abroad a year



Masons enjoy socialising and many are very knowledgeable about food, wines and spirits.

Masons have a sense of fun and will often take advantage of interesting and unusual offers.

Masons have a sense of style. Home furnishings and decor are important. Especially the upkeep of their home as many are in a position where they own it outright.

Masons have a keen sense of loyalty; to their family, friends, fellow Masons and suppliers. A recommendation from a mason spreads very quickly.