

## Press Information

The hard copy subscription costs £15 annually, and is managed and distributed by Andy Malyon. A hard copy application form can be obtained by emailing Andy at [accountant3@rhqre.co.uk](mailto:accountant3@rhqre.co.uk).

If you would like to start an online subscription at a cost of £15 annually, you can start the subscription immediately. Please visit [www.sappermag.com](http://www.sappermag.com) and click on 'The Sapper Magazine Online Subscription' tab in the homepage header window. This subscription is renewed annually against a valid credit/debit card.

Our publication is expanding and ready for growth. It is currently seen free by 6,500 serving Royal Engineer soldiers (1,000+ in Brompton Barracks and 700+ in Maidstone) and wider Army and MoD media outlets. The magazine is also distributed to a further 2,000+ paid subscribers. The Sapper magazine is published every two months in February, April, June, August, October, and December each year.



The Sapper magazine hardcopy and online version are issued concurrently and contain a majority of the same content (at the discretion of the magazine's Editor). However, as stipulated by the separate subscription requirements, advertising costs will depend on the version of the magazine you wish to advertise in, both incurring separate charges.


The annual subscription is currently £15 (hardcopy or on-line). However, the subscription is for either version. If you would like access to both, it would require two separate subscriptions. At a cost of £30 annually.

Advertising space and availability is at the full discretion of the magazine's editor. Bulk advertising discounts may be available and should be discussed directly with the magazine's editor. For further information, please contact the magazine's editor at [Charles.Gibson140@mod.gov.uk](mailto:Charles.Gibson140@mod.gov.uk)


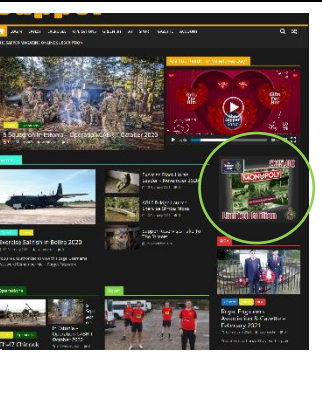
The pricing structure for advertising sizes and cost per edition is as follows:

## The Sapper Magazine Hard Copy Advertising Prices

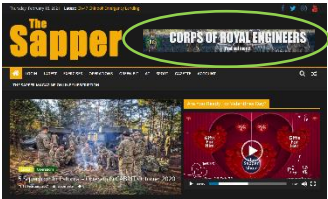
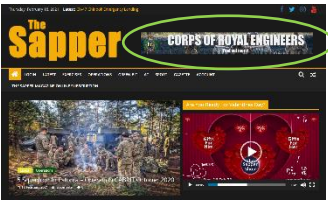
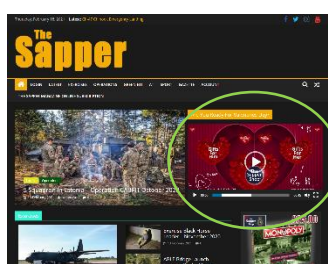
Advert Size	Cost	Duration	Advert Type	Example
A4 (full page)	£250 each	2 months (one edition)	Full colour  Advert supplied by the customer  Copy and design owned by the customer	
A4 (full page)  Designed by our in-house Graphics Designer	£450 for the 1 <sup>st</sup> issue  This price is for the 1 <sup>st</sup> publication for which the advert is included. The price is then reduced to £250 for any publication thereafter, as long as the product design or copy do not change	2 months (one edition)	Full colour  Created by The Sapper magazine in-house Graphic Designer  Copy and design owned by the customer	As above, but in accordance with the customer's copy and design requirements
A5 (half page)	£200 each	2 months (one edition)	Full colour  Supplied by the customer	
A5 (half page)  Designed by our in-house Graphics Designer	£400 for the 1 <sup>st</sup> issue  This price is for the 1 <sup>st</sup> publication for which the advert is included. The price is then reduced to £200 for any publication thereafter, as long as the product design or copy do not change	2 months (one edition)	Full colour  Created by The Sapper magazine in-house Graphic Designer  (copy and design owned by the customer)	As above, but in accordance with the customer's copy and design requirements

<p>A6 (quarter page)</p>	<p>£150 each</p>	<p>2 months (one edition)</p>	<p>Full colour</p> <p>Supplied by the customer</p>	
<p>A6 (quarter page)</p> <p>Designed by our in-house Graphics Designer</p>	<p>£350 for the 1<sup>st</sup> issue</p> <p>This price is for the 1<sup>st</sup> publication for which the advert is included. The price is then reduced to £150 for any publication thereafter, as long as the product design or copy do not change</p>	<p>2 months (one edition)</p>	<p>Full colour</p> <p>Created by The Sapper magazine in-house Graphic Designer</p> <p>(copy and design owned by the customer)</p>	<p>As above, but in accordance with the customer's copy and design requirements</p>
<p>Advertising space and availability is at the full discretion of the magazine's editor. Bulk advertising discounts may be available and should be discussed directly with the magazine's editor. For further information, please contact the magazine's editor at Charles.Gibson140@mod.gov.uk</p>				

## The Sapper Magazine Online Advertising Prices

Advert Size	Cost	Duration	Advert Type	Example
<p>125 x 125 px image</p> <p>4 x separate squares grouped together</p> <p>Normally used for ecommerce product amplification</p>	<p>£200 each</p> <p>Will be viewed on the left side bar pages and the right side bar pages</p>	<p>2 months (one edition)</p>	<p>Full colour</p> <p>4-16 photos supplied by the customer and rotated every two weeks</p> <p>images owned by the customer</p>	
<p>300 x 250 px image</p>	<p>£250 each</p> <p>Will be viewed on the homepage, the left side bar pages and the right side bar pages</p>	<p>2 months (one edition)</p>	<p>Full colour</p> <p>Supplied by the customer</p> <p>Copy and design owned by the customer</p>	

As at March 2023

<p>300 x 250 px image</p> <p>Designed by our in-house Graphics Designer</p>	<p>£400 for the 1<sup>st</sup> issue</p> <p>This price is for the 1<sup>st</sup> publication for which the advert is included. The price is then reduced to £250 for any publication thereafter, as long as the product design or copy do not change</p> <p>Will be viewed on the homepage, the left side bar pages and the right side bar pages</p>	<p>2 months (one edition)</p>	<p>Full colour</p> <p>Created by The Sapper magazine in-house Graphic Designer</p> <p>Copy and design owned by the customer</p>	
<p>728 x 90 px image</p>	<p>£300 each</p> <p>Will be viewed on the homepage next to the main logo and at the bottom of every subsequent page</p>	<p>2 months (one edition)</p>	<p>Full colour</p> <p>Supplied by the customer</p> <p>Copy and design owned by the customer</p>	
<p>728 x 90 px image</p> <p>Designed by our in-house Graphics Designer</p>	<p>£450 for the 1<sup>st</sup> issue</p> <p>This price is for the 1<sup>st</sup> publication for which the advert is included. The price is then reduced to £300 for any publication thereafter, as long as the product design or copy do not change</p> <p>Will be viewed on the homepage next to the main logo and at the bottom of every subsequent page</p>	<p>2 months (one edition)</p>	<p>Full colour</p> <p>Created by The Sapper magazine in-house Graphic Designer</p> <p>Copy and design owned by the customer</p>	
<p>1920 x 1080 px video</p>	<p>£1000 each</p> <p>Will be viewed on the homepage next to the main headline widget</p>	<p>2 months (one edition)</p>	<p>Full colour</p> <p>Media supplied by the customer. Either an .mp4 file or YouTube link can be supplied by customer</p> <p>Media owned by the customer</p>	
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