

## WHAT IS THE BRITISH WEEKLY?

The British Weekly is the only weekly newspaper serving the British expatriate market in the United States. We are headquartered in Santa Monica, California, - ground zero for many expatriate Brits. Founded in 1984, we serve primarily the estimated 300,000 British expatriates living in Southern California.

Published every Saturday, the newspaper features British politics, sport, current affairs and showbusiness, as well as regular travel, film, commentary, and immigration features. And being a local paper, we offer comprehensive coverage of the local British expat scene.

## WHAT'S THE DISTRIBUTION?

Printed every Thursday, the paper is distributed to over 225 locations in Southern California, including British import shops, tea rooms, pubs, travel agents specializing in British and Commonwealth travel, British and European gourmet food stores, British social clubs and British consulates and trade offices throughout Los Angeles, San Diego, Orange, Ventura and San Bernadino Counties. Communities we reach include Santa Monica, Venice, West L.A., Culver City, Hollywood, West Hollywood, Pasadena, Glendale, Burbank, North Hollywood, Studio City, Thousand Oaks, Van Nuys, Woodland Hills, Canoga Park, Torrance, San Pedro, Long Beach, Westminster, Fountain Valley, Costa Mesa, Irvine, Santa Ana, Tustin, Fullerton and San Diego.

We also UPS to over 100 selected locations across the United States and we have a loyal paid readership with subscribers in every state in the Union. The British Weekly has a FREE circulation of 12,500 and a PAID circulation of 2,750. The combined total readership is 30,000.

## WHO READS IT?

Ethnically 75% of our readers are English, Scottish, Welsh and Northern Irish immigrants to the United States, ranging from new arrivals to naturalized veterans of thirty or forty years residence. 13% are Americans doing business with the British community or Anglophiles who enjoy British culture,

and the other 12% are members of other English-speaking immigrant communities including Irish, Australians, Canadians, New Zealanders and South Africans.

## WHAT ABOUT ONLINE?

british-weekly.com features a digital edition of the newspaper updated every Friday at 3pm. Our website also features an expanded local news section, real-time RSS feeds from the BBC, a guide to the best British blogs, an editorial 'pick of the day', as well as unique, dynamic content updated daily. Our weekly email blast goes to a US-based British expat audience of 18,000 - and growing!

## WHY SHOULD I ADVERTISE?

Because of our unique demographic niche and readers' needs and habits. British Weekly readers need immigration attorneys. They need shipping companies. Many of them keep a strong link with the Mother Country: 20% of them (7,500 people) travel to Britain at least once a year. They buy airline tickets, stay at hotels and rent cars. When they can't fly home, they call. 59% of them (44,000 people) call Britain at least twice a month. Many call much more often. They watch British movies at the local cinema, enjoy British shows on television, go to concerts featuring British artists, buy CDs by British musicians and books by British authors.

## OKAY, HOW MUCH?

<b>ADVERTISING RATES:</b>			
	1x	4x	13x
Full Page	\$850	\$765	\$675
Half Page	\$460	\$415	\$370
1/4 Page:	\$250	\$225	\$200
1/8 Page:	\$160	\$145	\$130
1/10 Page:	\$110	\$100	\$90
Business Card:	\$75 (no frequency discount)		

## DISPLAY UNIT SIZES

Full Page.....	10"wide x 12.5" deep
1/2 Page (horiz).....	10"wide x 6.125" deep
1/2 Page (vert.).....	5" wide by 12.25" deep
1/4 Page.....	5"wide x 6.25" deep
1/8 Page (horiz.).....	5"wide x 3.25" deep
1/8 Page (vert.).....	3.25" wide" x 5" deep
1/10 Page.....	3.25" wide x 4" deep

## Extra Charges:

**SPOT COLOR:** \$125 per extra color

**FOUR COLOR:** \$375 charge in in addition to normal page rate. (\$250 for center pages).

Color charges are NOT commissionable.

**GUARANTEED PLACEMENT:** 15% surcharge (back page 25%)

## Mechanical Requirements:

### COLUMN WIDTHS:

1 column - 1 7/16" 3 columns - 4 3/4"

2 columns - 3 1/8" 4 columns - 6 7/16"

Any advertising submitted to the British Weekly that does not conform exactly to the above mechanical requirements will be enlarged, reduced or floated at the discretion of the production department. We cannot be responsible for the quality of reproduction if ad size has to be changed.

## Acceptable Materials:

Camera-ready line and continuous-tone art. Electronic files are preferred in either pdf or EPS format. All artwork MUST be composed at a minimum of 170dpi for quality reproduction. This is especially true for artwork containing pictures or graphics. Composed negatives with an 85-line screen- right reading, emulsion down, or a velox are also accepted. Legibility of ad copy containing font sizes smaller than 10 point cannot be guaranteed.

## Deadlines:

All space reservations and advertising copy must be in the British Weekly office by 5pm Monday prior to the weekend edition. Deadline for camera-ready copy, changes to existing ads or ad can-

cellation is Wednesday at 5pm. Changes requested after this date CAN- NOT be guaranteed. In the event of a copy error or ad being cancelled at advertiser's request, publisher will furnish a makegood. All sales are final. Refunds will not be issued. There will be a production charge for any advertisements set-up and canceled without insertion. Request for proofs must be submitted by the Monday before publication date.

The British Weekly owns the copyright  
on all ads produced in-house.

#### Policies and Contracts

Payment policy is C.O.D. - Cash on Deadline. Payment in advance is required for all advertisers until a signed and completed credit application is submitted for approval and credit is established. There is no charge for basic typesetting and layout. Custom artwork and camera shots require an additional charge. The British Weekly will make every effort to comply with reasonable placement requests when possible, but no placement may be reserved or guaranteed.

Continuity contracts are either 13 consecutive or alternate weeks, four consecutive or alternate weeks, every fourth week or alternate weekly. Should a contract be broken, the entire contract reverts to the earned rate.

#### Shipping Instructions:

Ship all material and copy setting instructions with copy to: British Weekly, Production Department, 171 Pier Avenue, Ste. 121, Santa Monica, CA 90405.

#### Principal Contract Conditions:

All space contracted for to be used within one year. Rebates not taken within one year of contract expiration will be forfeited. Advertisers agree to pay all bills net 10 days after date of invoice. No allowance is made except for first wrong insertion where error is made by publisher.

If advertiser fails or refuses to use total amount of space contracted from before the expiration date of the contract, he shall pay for all advertising actually published, at a higher rate applicable to the lesser amount of space used, as specified in the schedule of rates on the reverse side hereof.

Rendering bill to an advertising agency at advertiser's written request shall not release advertiser in case of nonpayment by agency.

## PEOPLE SAY THE NICEST THINGS...

*"The British Weekly has proved to be an excellent source of new customers for our business. We saw its impact from the very first week. There's no other paper out there that lets me reach so many Brits, in my catchment area, for a such a competitive price."*

- **Howard Smith, Manager,**  
**Neptune International Moving, Los Angeles**

*"We have advertised in the paper since opening our doors in 1990. It's the only paper I advertise in every single week and it brings me more business than anywhere else. If you want to get the word out in our community it's simple, you have to use the British Weekly."*

- **Tony Moogan, Owner,**  
**The Cock & Bull Pub, Santa Monica**

*"I rely on the British Weekly for a constant source of British customers. And the paper is a really good read as well."*

- **Jackie Collier, Owner**  
**The British Grocer, Fullerton**

California's British Accent - Since 1984™



Tel: (310) 452-2621 • Fax: (310) 564-0383  
email: editor@british-weekly.com (editorial)  
sales@british-weekly.com (sales)  
www.british-weekly.com

# Advertising Rate Card

Number 20.  
Effective  
January 2010



**THE BRITISH WEEKLY**  
171 Pier Avenue, Ste. 121  
Santa Monica Ca 90405  
Tel: (310) 452-2621 • Fax: (310) 564-0383  
e-mail: editor@british-weekly.com  
www.british-weekly.com

*"I have bought a quarter-page advertisement in the newspaper every week since 1985. To reach British expatriates and anglophiles, the British Weekly is simply unbeatable."*

**Bernard Sidman,**  
**Immigration Attorney, Encino, California.**