

Rates effective from 01.01.2010

Advert size	Single insertion	3 insertions	6 insertions (1 year)
DPS – inside front cover	<b>£1,950</b>	<b>15% Discount</b>	<b>25% Discount</b>
DPS – run of magazine	<b>£1,625</b>		
Page – inside front / outside back	<b>£1,200</b>		
Page – inside back cover	<b>£975</b>		
Page – run of magazine	<b>£875</b>		
1/2 page	<b>£500</b>		
1/4 page	<b>£265</b>		
1/8 page	<b>£150</b>		
1/16 page	<b>£100</b>		

All rates subject to VAT at current UK rate (17.5%) Standard VAT rate applies UNLESS: Either ■ You are a business in an EU country other than UK, and are registered for local VAT. In this case company name, address and VAT number must be supplied  
Or ■ You are a business based in a non-EU country

**Call today 01458 271862**

**www.holidaycottages.cc**  
**www.villaseek.com**

### Advertisement Sizes

**1/2 page**  
206mm x 133mm

**1/2 page vert.**  
102mm x 268mm

**Full page**  
trim size 220mm x 300mm  
bleed 226mm x 306mm  
type area 204mm x 280mm

**Double page spread**  
trim size 440mm x 300mm  
bleed 446mm x 306mm  
type area\* 424mm x 280mm  
\*please allow 6mm image repeat in gutter

**1/16 page**  
102mm x 31mm

**1/8 page**  
102mm x 65mm

**1/4 page**  
102mm x 133mm

**1/4 page horiz.**  
206mm x 65mm

### Contact Us

**Advertising Sales Department**  
Holiday Villas & Cottages Magazine,  
Wessex Buildings, Somerton Business Park,  
Somerton, Somerset, TA11 6SB

Tel **01458 271862**  
Fax **01458 274059**  
E-mail [advertising@merrickspublishing.com](mailto:advertising@merrickspublishing.com)

### Magazine Advertising Terms & Conditions

1. Bookings are subject to receipt of signed confirmation. 2. It is the responsibility of the advertiser to supply all information and pictures required to create their advertisement. If the advertiser fails to supply suitable material, the publisher reserves the right to create the advertisement from such material as is available. 3. All advertising proofs must be signed and returned by the requested deadline. If no signed proof is received the publisher will assume the advert is correct and proceed to print. 4. The publisher reserves the right to vet any properties included in Holiday Villas & Cottages Magazine. 5. On receipt of booking and signed confirmation, any notification of cancellation must be received in writing at least 4 weeks prior to copy deadline. 6. Where cancellations are accepted at the publisher's discretion, advertisements already published will be chargeable at the ratecard single issue rate. 7. If you fail to pay on time, we may take legal action against you or request that a Debt Collection Agency acts on our behalf to recover the money owed to us. Any costs we incur will be added to the amount that you owe. 8. The publisher reserves the right to amend or edit any advertisements supplied should it be considered necessary. 9. The publisher shall not be responsible for the return or safeguard of any materials supplied by the advertiser. Including, but not limited to, photographs and drawings. 10. The publisher retains the right to reproduce any photographic material supplied by the advertiser for use in Holiday Villas & Cottages Magazine or any other related projects. 11. Advertisement rates are subject to revision at any time. Prices given on orders are binding for the next issue to go to press. In the case of series advertisements, the agreed rate will be honoured for the contract term. 12. All advertisements must comply with the British Code of Advertising Practice. 13. The Advertiser must warrant that the advertisement does not contravene the Trade Descriptions Act 1968. 14. The Publisher will do its utmost to reproduce faithfully all advertisements submitted. We shall not be liable for any loss or damage resulting from errors or omissions. 15. The Advertiser indemnifies the publisher against loss/damage or expense caused directly or indirectly by the Advertiser's announcement. 16. The insurance of all art and advertising material is the responsibility of the Advertiser. 17. The publisher reserves the right, in its sole discretion, to refuse or reject any advertising copy or advertisement, at any time. 18. The publisher shall not be liable for any advertising key code errors or omissions. 19. The publisher reserves the right to determine the final layout of the publication and will not be held responsible for any loss or damage resulting from positioning of advertisements. 20. The placing of an order will amount to acceptance of these conditions. 21. Copyright of advertisements designed by the publisher is held by Merricks Publishing Ltd, and such advertisements may not be reproduced in any other publication or media.