



## Professional Marketing

The worldwide journal for marketing professional services from the PM Forum

Now you can reach everyone in the marketing team for all types of professional service firm through a single publication.

*One of the PM Forum's primary objectives is to raise the standards of marketing through sharing knowledge and best practice. The Forum's magazine Professional Marketing (PM) is a key vehicle to achieve this objective.*

*Some 1,500 UK-based marketers employed by member firms, including 80% of the UK's top 100 law and top 20 accountancy, have requested and receive a personal copy of PM. Most copies are then circulated internally.*

"Every professional marketer should read **PM magazine** and keep up-to-date with what is important in the sector."

*Director of Marketing & BD,  
Law firm*

### Why is **PM** magazine consistently voted the number one benefit by Forum members?



- **PM** magazine, first published in 1993, is a highly respected, invaluable reference on the marketing of professional services, as well as an irreplaceable source of contacts, practical hints and research data.
- **PM** is an A4 full colour magazine with a clear easy-to-read modern layout.
- **PM** magazine is a high quality educational tool allowing busy marketing people to keep up to date with developments across the professions in a timely and efficient way.
- **PM** readers receive the latest news, views and informed commentary on the issues that really count – presented in an authoritative, yet accessible style.
- **PM** magazine inspires individual marketers as well as assisting a firm to improve the professionalism and effectiveness of its marketing.

"Unlike many other journals, as soon as **PM magazine** lands on my desk, I take time to read through it. There is always something pertinent to what I'm working on at that time. Thankfully, nine times out of 10, the author's agreeing with my methods!"

*Business Development Manager, Accountancy*

"To ensure best practice in and to keep abreast of the fast moving world of professional marketing, it's essential to understand what's new, what's working and what's in store for the future; **PM magazine** enables you to do this and to feel part of the wider community of marketers."

*Director of Marketing, Law firm*

# ADVERTISING RATES

## FULL COLOUR ADVERTISING RATES (EXCLUDING VAT)

	DISPLAY	RECRUITMENT
Full page	£1,000	£1,500
Half page	£600	£900

Client dedicated ads are given position priority

### SPECIAL RATES (RECRUITMENT ADS)

Agencies on 'position' annual contracts: £900 per page. Composite pages are rotated to ensure balance between agencies

Agencies on 'cost' annual contracts: £700 per page. No position is guaranteed.

**PM** is published 10 times a year (monthly except for January and August). It has 26pp of articles and 4pp to 6pp of advertising.

### LOOSE INSERTS

Up to A4 size only – under 40g or excess charge £750

### SERVICES DIRECTORY

Up to a maximum of 50 words.

Single insertion	£150
Series of five	£600 (£120 each)
Series of ten	£1,000 (£100 each)

### DISCOUNTS (DISPLAY ads only)

Series of 3 insertions	10%
Series of 5 insertions	15%
Series of 10 insertions	20%

### COPY DATES (prior to publication date)

	DISPLAY	RECRUITMENT
Confirmation	16 days	8 days
Artwork	8 days	2 days

### ADDITIONAL CHARGES

The publisher reserves the right to pass on additional charges for design, artwork, tint-laying, separating, reversing, stripping in, etc. carried out on any advertisement. Type setting by negotiation.

### ANNUAL CONTRACTS

Annual contracts include a break option after six issues. Payment is due quarterly in advance.

### CONDITIONS OF ACCEPTANCE

The publisher reserves the right to reserve, omit, suspend or change the position of any advertisement accepted for insertion.

Advertisers guarantee that advertisements comply with the British Code of Advertising Practice and the Trades Description Act 1968.

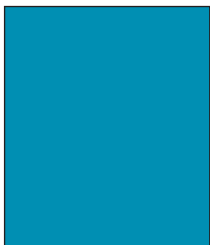
Payment of accounts must be made within 21 days of publication.

Artwork, film, drawings or other material supplied for the purpose of an advertisement are supplied at the advertiser's own risk and the publisher will bear no responsibility for any damage thereto or from any consequent loss.

If the advertiser requires any artwork to be returned, they must notify the publisher within two months of publication.

## MECHANICAL DATA

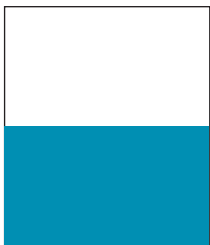
Full page type area  
297mm x 210mm



Half page vertical  
297mm x 95mm



Half page horizontal  
138mm x 210mm



All ads should be provided as a high resolution pdf with 3mm bleed

**For further information please contact Nadia Cristina at:  
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Tel: 020 7786 9786 pmmagazine@pmint.co.uk www.pmforum.co.uk**

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