

**Air Mail** is the quarterly Journal of The Royal Air Forces Association  
Registered Charity Number 226686 (UK and Wales) SC037673 (Scotland).

The Journal is printed, published and distributed by RAFATRAD Ltd, a wholly owned subsidiary of the charity, to whom profits are donated.

The Royal Air Forces Association is one of Britain's largest single service charities and flourishes due to the combined efforts of its membership and supporters. With over 70,000 (Ordinary, Life and Associate Members), over 90% based in the UK, its aims are twofold.

Firstly, to promote and maintain the friendship that service life creates and secondly, to provide practical support for both serving and ex-RAF service men and women and their dependents, who have encountered difficulties. Such support extends to continuous resettlement, war pension advice, local help and very tangible protection extended by the Association's own short break, sheltered housing and residential care facilities for the aged, infirm and disabled.

Membership of the Association is appealing to more and more serving personnel within the RAF, and many who have recently completed their service. This change in emphasis is due to RAFA's commitment to providing services to members and supporters of the Association through affinity partnerships with major organisations. These partnerships complement the many positive aspects of active membership and can provide significant savings on a range of services.

The greatest proportion of the membership are the "50 +" age bracket, the "grey sector", an increasingly important market. The membership's greatest interests remain, matters aeronautical and service memorabilia, however, travel, wine, gardening, motoring, music and DIY are of a significant importance too.

Although a large proportion of the membership is male senior citizens, the majority pass their copies of Air Mail on to their friends and family, which gives the Journal a potentially broader readership, increasing its potential readership to 140,000+.

In addition to this the Journal is also distributed to Royal Air Forces Stations worldwide, which increases the potential readership even further.

Even if the "pass on" rate is excluded, the Association's membership of over 80,000 provides a specialist readership of significant size. A sample survey carried out recently gave the following statistics:

Personal Details		Age Group	
Male	81%	18-49	22%
Female	19%	50-59	8%
Married	72%	60-69	17%
Single	12%	Over 70	53%
Divorced	3%		
Widowed	12%		
Separated	1%		

# Terms and Conditions

Please read the following conditions carefully before booking advertising space. Particular attention is drawn to condition no. 3, relating to Crown Copyright material, and conditions no. 18 and 19, relating to payment.

Advertisers are reminded that the provisions of the Trade Descriptions Act 1968 apply to all advertisements, and any misrepresentation is an offence under the Act.

All advertisements must be legal, decent, honest, truthful, and shall comply with the rules of the British Code of Advertising Practice, and all other codes under the supervision of the Advertising Standards Authority. Compliance with the requirements of all current legislation in the areas of sex and race discrimination, fair trading, control of misleading advertising, business advertising, financial services, consumer credit and protection, shall also be adhered to. In the conditions, the term "Advertiser" refers to the party who books the advertisement space and is responsible for payment.

The Publishers reserve the right to decline any copy or material of which they may not approve, whether an order shall be accepted or not. The Publishers also reserve the right to cancel or suspend any contract for advertising without stating a reason.

1. All advertisements are accepted subject to approval in writing from the Publishers and conditionally upon space being available. While every endeavour will be made to meet the wishes of the advertiser, the Publishers cannot guarantee the insertion of any particular advertisement.
2. All orders are accepted at the advertiser's risk, and the Publishers will not accept any liability for the cost of preparing artwork, which is either declined or cancelled.
3. The advertiser must ensure that:
  - (i) All authorities and permissions have been secured in respect of pictorial representations (actual or purported) of living persons:
  - (ii) Permission to reproduce Crown Copyright material on manufactured items and reproduced in adverts has been obtained.
4. Written or faxed instructions must be received by the copy deadline agreed (normally 40 days prior publication date). Verbal instructions cannot be accepted other than to reserve provisional space, prior to written or fax confirmation.
5. Confirmations of bookings combined with copy reminders will be sent to advertisers nominally two weeks prior to copy deadline under normal circumstances, irrespective of, though not taking precedence over, special copy date arrangements or previous written confirmations
6. Series discounts apply only to orders placed in advance and completed within the contractual period.
7. Cancellation, change of size or suspension of an order cannot be accepted less than 28 working days prior to a publication date, and if the advertiser cancels the balance of a contract all unearned discount will be surcharged.
8. Should an order not be cancelled by the required time and advertisement copy or material not be supplied, the previous advertisement of a similar size shall be repeated, or in the case of a single insertion the space shall be absorbed into other space or marked as reserved, whichever shall be expedient. In such an eventuality, the Publishers reserve the right to invoice the advertiser for the advertising space.
9. The Publishers reserve the right to modify or omit any special position to meet editorial requirements, and shall recompense the advertiser only for any premiums agreed.
10. The Publishers reserve the right, if considered necessary or desirable, to amend copy, or to require the advertiser to carry out such amendments to meet approval.
11. Copyright in advertising material shall vest with the Publishers where such material has been prepared or reworked by the Publishers, their employees or contractors.
12. The Publishers reserve the right to charge for advertisement production costs for work that has not been agreed at the time of booking.
13. The Publishers disclaim any responsibility for matters arising from advertisements and do not accept liability for omissions, clerical errors or the bonafides of advertisers, although every care is taken to avoid mistakes and advertisements from doubtful sources.
14. The advertiser agrees to indemnify the Publishers in respect of all costs, damages, or other charges incurred as a result of actual or threatened legal actions arising from the appearance of an advertisement, or series of advertisements, published in accordance with copy instructions supplied to the Publishers in pursuance of the advertiser's order.
15. The Publishers cannot accept any responsibility for loss of circulation or effectiveness of any issue owing to circumstances beyond their direct control.
16. In the event of the weight or size of a loose insert being in excess of that agreed at the time of booking, the Publishers reserve the right to charge for the excess weight.
17. Voucher copies, tear sheets, certificates of insertion, or any other forms of proof of insertion as agreed, are to be supplied by the Publisher to the advertiser as soon as possible after the publication date.
18. Any new advertiser may be required to repay for a single insertion, or the first insertion of a series, before monthly account facilities can be established. Where monthly accounts are not approved or are withdrawn for whatever reason, then any bookings will be placed on a strictly prepaid basis.
19. For advertisers with established monthly account facilities settlement is due within 30 days of date of invoice. Failure to render payment beyond 60 days will result in either the withdrawal of further advertisements in a series with an attendant charge being levied for the loss of a series discount on advertisements already printed, or in the case of a single insertion the imposition of a 10% surcharge.

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Registered Office: RAFATRAD Ltd 117<sup>1</sup>/<sub>2</sub> Loughborough Road, Leicester. LE4 5ND UK - Registered Number Number 3455255 VAT Number 2224642 92

## Publication Dates

Issue	Copy Date	Latest Insert Delivery	Distribution Commences
January to March 2011	26 Nov 2010	07 Jan 2011	10 Jan 2011
April to June 2011	04 Mar 2011	08 Apr 2011	11 Apr 2011
July to September 2011	30 May 2011	08 Jul 2011	11 Jul 2011
October to December 2011	29 Aug 2011	07 Oct 2011	11 Oct 2011

## Advertising Rates and Specifications

### Prices for Display Advertisements

#### Four Colour

Cover Position	£1,767
Double Page Spread	£2,706
Full Page	£1,513
Half Page	£885
Quarter Page	£471
Eighth Page	£236

#### Premiums

Right Hand Page	£56
Spot Colour	£ Ask for advice

#### Discounts

Series Discount	10%
Agency Commission	10%

### Prices for Loose Inserts per 1000

Less than 4g	£28.05
4 - 5g	£28.90
5 - 6g	£31.00
7 - 8g	£33.10
9 - 10g	£35.20
10g+	By prior arrangement only

Display Advertising and Loose Inserts Prices shown excluding VAT

### Prices for Classified Advertisements

Boxed		Lineage	
8cms	£113.00	Private (Max 25 words)	£21.95
7cms	£ 98.88	Additional Words	£ 0.86
6cms	£ 84.75		
5cms	£ 70.62	Trade (Max of 25 words)	£25.82
4cms	£ 56.50	Additional Words	£ 1.03
3cms	£ 42.38		

Classified Rates shown include VAT

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## Technical Specifications

Trim Size	210mm x 297mm
DPS Bleed	426mm x 303mm
Full Page Bleed	216mm x 303mm
Full Page Type Area	175mm x 251mm
Half Page Horizontal	175mm x 126mm
Half Page Vertical	86mm x 251mm
Quarter Page Horizontal	175mm x 60mm
Quarter Page Vertical	86mm x 128mm
Eighth Page	86mm x 64mm
Classified Column Width	57 mm

## Four Colour Specifications

Print ready CMYK Pdf format preferred either via e-mail or hard copy on disk

Screened Positives or Negatives; screened 150 lines per inch. Positives only - right reading emulsion down, punch registered with colour designation.

Reproduction work may be carried out by the publisher at the advertiser's request, subject to prior agreement on costs.

Revised October 2010