



ADVERTISING

H. Bauer Publishing

Bella

Media Pack

Editorial positioning

Bella provides a modern spin on the classic service elements of beauty, food, diet club, home and travel, intertwined with fashion, celebrity and real life for the complete weekly package for today's woman. Bella is informed, relaxed and confident, giving its readers authority, inspiration and hope as they go about their modern daily life.

Key Facts

Circulation	245,286
Adult Readership	707,000
Female Readership	626,000
Target Market	BC1C2 women age 25-44 with children
Frequency	Weekly
Launch Date	October 1987
Price	87p
On Sale	every Tuesday

Source: ABC Jul-Dec 10/NRS Jul-Dec 10

Key Contacts

Advertising Manager	Lisa Carver T: 020 7075 0787 E: lisa.carver@bauer.co.uk
Senior Sales Executive	Louise Arden T: 020 7075 0783 E: louise.arden@bauer.co.uk
Senior Promotions Executive	Kate Price T: 020 7075 0793 E: kate.price@bauer.co.uk
Production Executive	Adam Sach T: 020 7075 0796 E: adam.sach@bauer.co.uk

Ratecard	
Effective	January 2009
Page Colour FM	£18,150
IFC	£20,000
IBC	£19,250
OBC	£20,900
DPS Colour	£36,300
Half Colour	£10,000
Quarter Colour	£5,000
Tip-ons	On Application
Bound In	On Application
Loose Inserts	£32 per '000
Specified Positions	10%
Bleed	10%
Spot Colour	5%
Regionality	On Application
Group Discount	On Application
Agency Commission	15%
Exclusive of V.A.T.	

Other positions, advertorial and promotional opportunities, inserts and tip-ons available on request.

Production Specifications (mm)	
Page	
Type Area	254 / 195
Bleed	293 / 229
Trim	285 / 225
DPS	
Type Area	254 / 420
Bleed	293 / 458
Trim	285 / 450
Half Page Vertical	
Type Area	254 / 94
Bleed	293 / 114
Trim	285 / 110
Half Page Horizontal	
Type Area	123 / 195
Bleed	142 / 229
Trim	138 / 225
Quarter Page	
Type Area	123 / 94
First Continuous Print	
First Mechanical Tint	7%
Min Dot.	5%
Other Specifications	
Screen line per inch	150
Printing process	Photogravure
Max combined density	360% (max black 60)
Colour proof	Gravure cromalin on stock
Base stock	56 gsm gravure mechanical
File format covers	PDF X1A (icc profile: ISO Coated _v2_eci.icc)
File format body	PDF X1A (icc profile: PSR_LWC_PLUS_V2_PT.icc)

H. Bauer Publishing accepts no responsibility for 'live' matter trimming off outside the stated type areas. For Mechanical Specs & Upload Instructions on all titles, please contact the Production Department at HBP Media Sales.

Terms and Conditions

CONDITIONS OF ACCEPTANCE

- These conditions shall apply to all advertisements accepted for publication. Any other proposed condition shall be void unless incorporated clearly in written instructions and specifically accepted by the Publisher.
- All advertisements are accepted subject to the Publisher's approval of the copy and to the space being provided.
- The Publisher reserves the right to omit or suspend an advertisement at any time for good reason, in which case no claim on the part of any advertisers for damages or breach of contract shall arise. Should such omission or suspension be due to the act or default of the Advertiser, or his servants or agents, then the space reserved for the advertisement shall be paid for in full notwithstanding that the advertisement has not appeared. Such omission or suspension shall be notified to the Advertiser as soon as possible.
- If the Publisher considers it necessary to modify the space or alter the date or position of insertions or make any other alteration, the Advertiser will have the right to cancel if the alterations requested are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Every care is taken to avoid mistakes but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions.
- The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any other way illegal or defamatory or an infringement of any other party's right or an infringement of the British Code of Advertising Practice.
- The Advertiser will indemnify the Publisher fully in respect of any claim made against the Publisher arising from the advertisement. The Publisher will consult with the Advertiser as to the way in which such claims are handled.
- In accepting financial advertisements, the Publisher does so on the understanding that their copy content authorisation and placing have been processed in accordance with the requirements of the Financial Services and Markets Act 2000.
- The Publisher and its agents will not accept liability for any errors due to inaccurate copy or copy instructions.
- Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press. In the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rates.
- If an Advertiser cancels the balance of a contract, except in the circumstances set out in clause 4 or 9, he relinquishes any right to any discount to which he was previously entitled and advertisements will be paid for at the appropriate rates.
- Advertising agents recognised by the PPA will be allowed by the Publisher 15% commission on the quoted rates as appropriate provided payment is made by the due date and all other requirements are strictly complied with.
- The due date for payment is the last business day of the month following the date the publication is on sale. If accounts are not paid by the due date, the Publisher reserves the right to make surcharges at the rate of 3% per month until payment is made.
- Advertisers not associated with advertising agents recognised by the PPA will be required to pay prior to publication. The Publisher reserves the right to specify the due date for payment.
- Charges will be made to the Advertiser or his Agent where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his Agent. The charges will be at the rates charged by the printer.
- Complaints regarding reproduction of advertisements must be in writing, and must be received within one calendar month of the on sale date.
- Cancellation: Notice in writing is required to stop or suspend an insertion. The notice is to arrive with the Publisher 16 weeks prior to publication date.
- If copy instructions are not received by the agreed copy date no guarantees can be given that corrections will be made and the Publisher reserves the right to repeat the most appropriate copy.
- Advertiser's property, artwork etc., are held at Owner's risk and should be insured by them against loss or damage from whatever cause. The Publisher reserves the right to destroy all advertising material which has been in the Publisher's custody for 6 months from the date of its last appearance.
- In all of the above clauses the word advertising shall be taken to include inserts whether loose or bound in. The following additional conditions will apply for inserts:
 - The Publisher reserves the right to destroy any inserts which for any reason have not been inserted 14 days after the publication has been printed and the advertiser has been notified that they have not been inserted unless instructions have been received by the Publisher to make other arrangements.
 - The advertiser will be liable to pay for the amount of inserts booked unless either the printer has failed to insert the booked quantity or if the number of magazines printed is less than the quantity booked.
- For the purpose of these conditions, 'Advertiser' shall refer to the Advertiser or his Agency whichever is the principal.
- These conditions and all other express terms of the contract shall be governed and constructed in accordance with the laws of England.