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UFO UpDates Mailing List

Down To Earth Magazine - UFO Update

From: Tony Spurrier <TSpurrier@compuserve.com>
Date: Sun, 21 Feb 1999 20:26:56 -0500
Fwd Date: Mon, 22 Feb 1999 15:16:48 -0500
Subject: Down To Earth Magazine - UFO Update

>From: Roy Hale <roy.hale@virgin.net>
>Date: Sat, 20 Feb 1999 15:47:41 -0000
>Fwd Date: Sun, 21 Feb 1999 07:33:10 -0500
>Subject: Down To Earth Magazine - UK Update

>They are still cheaper than most other magazines, but are also
>in line with current Ad prices. The quality of Down to Earth
>magazine has increased four-fold of recent and our main drive is
>to have the magazine full colour by the end of this year.

>(Those receiving the latest issue (5) please dis-regard the old
>Ad prices.)

Roy

I know you feel I knock your posts on here but these price increases do seem extreme. Many people in the UK will welcome a new magazine but before deciding to advertise at the new prices you should be telling everyone the distribution figures. In order to accept the cost effectiveness of spending some 200 to 300 hundred pounds you need to be assured distribution in the ten of thousands. What is the current distribution?

>FULL PAGE AD (B&W): 200 pounds

Previous price 12 pounds

>2/3 PAGE: 150 pounds

>1/2 PAGE: 125 pounds.

Previous price 8 pounds

>1/3 PAGE: 100 pounds

>1/4 PAGE: 70 pounds

Previous price 4 pounds

>DISPLAY BOX: 30 pounds

>OUTSIDE BACK COVER (COLOUR) 300 pounds

>INSIDE FRONT COVER: (COLOUR) 300 pounds

>INSIDE BACK COVER (COLOUR) 300 pounds

>We would welcome articles from both "Believers" and "Non -
>Believers" of the ETH, as we feel this gives a fair balance.

How much do you pay contributors?

Thanks, Tony

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