



C20 Magazine Advertiser Media Pack 2022-2023



C20 Magazine

C20 is the magazine of the Twentieth Century Society, the national charity that campaigns to protect British twentieth century architecture, design and public art from 1914 onwards. It combines in-depth articles about 20th century buildings and designs, and delves into the ongoing casework the Society does to ensure their protection. It also includes much-loved features such as 'Me and My House', exploring notable 20th century homes and their owners' stories. In addition, it includes book and exhibition reviews, relevant obituaries, excellent architecture photography and information on the Society's events programme.

The magazine has been recently redesigned and is now a beautiful 80 page full-colour publication with a high standard of printing and reproduction. With a print run of around 3000, over 2000 are delivered to the members. The magazine is also sold through selected arts bookshops and other retail outlets. Members of the Society are a cultured and professional audience that includes architects, surveyors, designers, engineers, builders and conservation officers, as well as dedicated enthusiasts and owners of 20th century houses.

"C20 Magazine really is first class. One of the best amongst conservation societies. It seems to cover every base, and the production quality is superb."
Simon Jenkins
Author and journalist

Copy deadlines

Issue	Copy deadline
2022/1	March 21
2022/2	September 21

Publication dates

Issue	Published
2022/1	April
2022/2	October

Advertising opportunities

Advertisement	Rate
Full page	£550
Half page	£350
Special positions	£700
Loose insert*	£100

**£100 per 1,000 up to 10 grams; additional weight on application. Maximum size: A4. Inserts should be delivered three weeks prior to publication date to: Rob Williams, Park Communications Ltd, Alpine Way London, E6 6LA. Telephone: 020 7055 6500*

*Agency discount: 10%
Series discount: 10%
All rates are exclusive of VAT*

Advertising enquiries and bookings

Charlotte Agace
charlotte@parkwalkmedia.com

Advertisement specifications

- File format: Press quality CMYK PDF – no spot colours or RGB please
- Full-page size : 240mm x 300mm. Half-page size: 204mm x 130mm.
- Please include 3mm bleed all sides and crop marks with a 4mm offset.
- Please be aware that C20 is a perfect bound magazine – we recommend any important text or graphics are kept 12mm away from the edges of the page.
- Please ensure all fonts are embedded or outlined. Any text below 9pt we recommend is set to 100% process black.
- Any pictures need to be 300 dots per inch (DPI)+
- Color profiles: FOGRA 29 Uncoated
- Important: please remember to preflight your artwork PDF and check the separations before supplying it to us. This is to avoid problems when printing the magazine and to achieve the best results in displaying your advertisement.

