

The High Sheriff

The Magazine of the High Sheriffs' Association of England & Wales

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Please reserve the advertisement space indicated below: TICK AS APPROPRIATE

Advertisement sizes	height x width		price mono	price colour
Full page	270 mm x 186 mm	<input type="checkbox"/>	£300.00 + VAT	<input type="checkbox"/> £525.00 + VAT
Full page bleed size	303 mm x 213 mm	<input type="checkbox"/>	£300.00 + VAT	<input type="checkbox"/> £525.00 + VAT
Full page trim size	297 mm x 210 mm	<input type="checkbox"/>	£300.00 + VAT	<input type="checkbox"/> £525.00 + VAT
Half page horizontal	132 mm x 186 mm	<input type="checkbox"/>	£175.00 + VAT	<input type="checkbox"/> £275.00 + VAT
Half page vertical	270 mm x 90 mm	<input type="checkbox"/>	£175.00 + VAT	<input type="checkbox"/> £275.00 + VAT
Quarter page	132 mm x 90 mm	<input type="checkbox"/>	£110.00 + VAT	<input type="checkbox"/> £200.00 + VAT
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Special positions (IFC, IBC, OBC) plus 10% to page rate.

Advertising agency discount: 10%. All prices exclude VAT.

Loose inserts: accepted by arrangement, e.g. A5 sheet (up to 6g) - £125.00;

A4 sheet (up to 10g) - £140.00

Publication dates:

June

December

Space reservation by:

12 May

27 October



The High Sheriff

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RATE CARD *and* MEDIA INFORMATION

The Office of High Sheriff is the oldest continuous secular crown appointment in England & Wales and dates back well over a thousand years

THE BENEFITS OF ADVERTISING IN The High Sheriff



- ◆ Direct access to a highly affluent and influential group of readers who are of significant social standing in their local community.
- ◆ Most past and present High Sheriffs manage or run their own business in: commerce; farming; and the professions and are connected to an extensive network of charities, local organisations and committees.
- ◆ The readers both use and purchase a wide variety of luxury services and materials, especially during their term of Office as High Sheriff.
- ◆ Advertisers will be helping the Association's two registered charities, which support local groups involved in crime and debt prevention.



The High Sheriff magazine has a circulation of over 1400, comprising High Sheriffs both past and present, High Sheriffs in nomination, High Court Judges, Chief Police Officers (ACPO) and other prominent organisations and individuals. This presents advertisers with a unique opportunity to target this affluent and discerning audience. The Magazine provides members of the Association with essential news, reports and details of forthcoming events, as well as highlighting the aims and achievements of National Crimebeat, the Butler Trust Awards to Prison Service staff and financial literacy and education projects like DebtCred.



The duties and responsibilities of the modern day High Sheriff are:

- ◆ Attendance at Royal visits
- ◆ To provide hospitality and look after the well-being of High Court Judges on Circuit
- ◆ Acting as the Returning Officer for parliamentary elections
- ◆ Responsibility for the proclamation of the accession of a new Sovereign
- ◆ Maintenance of the loyalty of subjects to the Crown
- ◆ To undertake duties to support and encourage voluntary and statutory organisations engaged in all aspects of law and order
- ◆ To work with organisations involved with young people, in particular through the Association's two Charities, National Crimebeat which encourages young people between the ages of 5 and 25 to help create safer communities in which to live; and DebtCred, a financial literacy programme designed for school leavers to help them both manage money and to avoid debt
- ◆ In accordance with the Criminal Law Act 1826, to make monetary awards to those, who in the opinion of the Judges at a criminal trial, have been active in the apprehension of certain offenders
- ◆ Since February 2004, as one of the two royal appointees in each county of England and Wales, participation in the recently established Citizenship Ceremonies at which new Citizens make an oath of allegiance to the Queen and receive their Certificate of Citizenship.

COPY REQUIREMENTS

High resolution PDF with CMYK images and postscript fonts embedded, or AppleMac QuarkXpress 6.5 artwork on CD together with all picture files, fonts and logos. Image resolution 300dpi. Please supply a hard copy printout if Quark file supplied. An artwork and setting service is available but may be charged at cost.

RATES AND SIZES OVERLEAF