



**MILK** **SHAKE**

Milkshake magazine is issued bi monthly on the following dates  
February 16th - April 19th - June 14th - August 16th - October 18th - December 20th

The February starting run is of 2,000 copies, first thousand copies to be sold the rest distributed for marketing purposes. The magazine will aim to increase the run to 5,000 issues. Milkshake is marketed locally & internationally being sold to a target audience consisting of women of the ages 20 - 40, targeting an up market, fashion conscious and well read reader. The magazine is sold at selected boutiques and also online from [www.milkshakemagazine.com](http://www.milkshakemagazine.com)

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### *Rate Card*

Inside Cover Double Page Spread - 900 Euro

Double Page Spread - 600 Euro

Back cover - 900 Euro

Exclusive Product Placement (10 page spread) - 500 Euro

Single item Product Placement (1 item) - 100 Euro

Advertising Agencies 15% Commission & VAT not included

### *Specifications*

A4 - 210mm x 290mm + 3mm bleed  
Artworks preferred - PDF, JPG, TIFF - CMYK 300 DPI format  
Artwork is printed on 120gsm uncoated paper

Bookings - [tom@milkshakemagazine.com](mailto:tom@milkshakemagazine.com)

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All advertisements must be clearly and prominently identified by trademark and/or signature of the advertiser. Payment is due within (30) thirty days of date of invoice. Milkshake magazine is not bound by any conditions appearing in advertisements. Advertising materials received by Milkshake magazine are presumed accurate and approved for publication. Milkshake magazine may reject an advertisement at its discretion. Milkshake magazine will not be held responsible for production errors.

All bookings must be accompanied by a written insertion order.

Invoices to be made payable to Platinum Innovation Ltd.

Milkshake magazine falls under Platinum Innovation Ltd.