

# NDT News

## 2021 ADVERTISING GUIDE /

NDT News is a monthly compact-newspaper-style publication aimed at non-destructive testing technicians and inspection, condition monitoring and quality practitioners.

It incorporates the Branch bulletin of the British Institute of NDT, which was formerly a supplement known as NDT NEWS, and NewsLink, the newsletter of the International Association of Quality Practitioners (the IAQP).

Each month it is circulated free to BINDT and IAQP members - approximately 2500 in total - and each quarter (in the months of March, June, September and December) it is in addition circulated to all PCN certificate holders - around an additional 15,000.

NDT News thus forms a very attractive vehicle for advertisers and communicators who wish to penetrate this vital sector. Advertising reservations and editorial contributions are welcome. Please turn the page for advertising rates and further details.



## EDITORIAL CONTRIBUTIONS /

News and product articles:  
300-500 words, plus one picture

Technical tips and case studies:  
1000 words max; three pictures max

Note: These are free opportunities for you/your organisation to be featured in NDT News but the editorial staff reserve the right to edit, amend, reject or reschedule copy submitted without prior reference to the contributor.

Copy date:  
15th of the month preceding publication date

Email: [ndtnews@bindt.org](mailto:ndtnews@bindt.org)

NDT News is normally published on or about the 1st of the month of issue.

# NDT News

## ADVERTISING TARIFF /

VALID FROM 1 JANUARY 2021

PRICES HELD AT 2020 RATES

Standard circulation issues January, February, April, May, July, August, October and November									
Size	depth × width (mm)	Rate per insertion (£): <b>mono</b>				Rate per insertion (£): <b>full colour</b>			
		1	3	6	8	1	3	6	8
A4	254 × 180	720	700	650	595	1080	1050	975	895
A5 (island)	180 × 130	595	565	500	470	895	850	750	705
½ A4	130 × 180	470	440	430	395	705	660	645	595
¼ A4	125 × 86	310	300	260	250	465	450	390	375
Business card	45 × 86	180	175	170	160	270	265	255	240
Single column centimetre (scc)	10 × 41	49	48	47	46	74	72	71	69

Quarterly extended circulation issues March, June, September and December					
Size	depth × width (mm)	Rate per insertion (£): <b>mono</b>		Rate per insertion (£): <b>full colour</b>	
		1	4	1	4
A4	254 × 180	1035	990	1620	1465
A5 (island)	180 × 130	845	805	1305	1185
½ A4	130 × 180	670	650	1050	955
¼ A4	125 × 86	445	430	680	625
Business card	45 × 86	245	235	390	335
Single column centimetre (scc)	10 × 41	71	69	109	96

### NOTES /

- Rates are for contracts completed in a period not exceeding 12 calendar months
- Advertisers with a current contract for advertising in Insight qualify for an additional 10% discount on their advertising in **NDT News**
- VAT is applicable at the prevailing rate
- Special positions: +10% for guaranteed position
- Page 1 advertising availability on request
- Trim size (full page): 420 mm (deep) × 297 mm (wide)

### Discounts:

Corporate members: -10%  
Advertising agency commission: -10%  
Insight advertisers: -10%

### Example

A ½ A4 mono advertisement (130 mm deep × 180 mm wide) for each issue over a twelve-month period for a BINDT Corporate Member with a current advertising contract in Insight:

→ 8 at £395 each =	£3160.00
+ 4 at £650 each =	£2600.00
SUB-TOTAL	£5760.00
-10% Corporate Membership discount	
SUB-TOTAL	£5184.00
-10% Insight advertising discount	
<b>TOTAL (excl VAT)</b>	<b>£4665.60</b>

Invoiced on publication.

### LOOSE INSERTS /

On application.

### COPY DATES /

All material - editorial and advertising  
15th of the month prior to publication date.

Advertising material should be supplied in compatible electronic format - refer to 'Procedure for submitting adverts'.

Extra charges will be applicable to all supplementary process work.

NDT News is published by the British Institute of Non-Destructive Testing, which is a Limited Company (Reg No 969051 England) and a Charity (Reg No 260666). Registered Office: Midsummer House, Riverside Way, Bedford Road, Northampton NN1 5NX, United Kingdom. Tel: +44 (0)1604 438300; Fax: +44 (0)1604 438301; Email: ndtnews@bindt.org

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