



RECORD REIGN, SPECIAL EDITION 2015

To mark Queen Elizabeth becoming the longest-reigning British monarch, the Royal Warrant Holders Association is collaborating with Illustrated London News Limited to publish a bookazine and a special limited-edition, two-volume commemorative book. A donation will be made to QEST for every copy sold.

Bookazine

30,000 copies, with a cover price of £6.99, will be on sale from August 2015, on newsstands to include WHSmith, Waitrose, Sainsbury's, The Royal Collection shops (subject to order) and key newsstands overseas. In addition, 5,000 copies will be distributed on British Airways First and Club Class and in BA lounges.

Limited-edition two-part Commemorative Book

A rare limited-edition hardback book that recreates the Illustrated London News's *Record Number for a Record Reign* book produced to celebrate Queen Victoria's record reign, along with a brand-new companion publication to commemorate Queen Elizabeth II's record reign.

Name:.....

Company:.....

Telephone:..... Email:.....

We would like to participate in the "By Royal Appointment" section in the bookazine (open to Royal Warrant Holders only). This will include an advert and/or a brief description of services/products covering 1/8th page (will not carry coats of arms). Production fee of £600 includes design, typesetting, proofreading, reproduction and printing

We would like to order copies of Record Reign bookazine edition with a bespoke cover for Royal Warrant Holders at £4.00 per copy, plus delivery (wholesale trade price). Quantity:

We would like to order bespoke copies of Record Reign bookazine edition with a bespoke cover featuring our company branding at £4.00 per copy, plus delivery (wholesale trade price), plus £850 for cover plate change and cover design. Quantity:

We would be interested in the following advertising opportunities:

Record Reign bookazine edition: single or double page, or special position such as the inside back cover. Rate card overleaf.

Inclusion in the Record Reign bookazine iPad edition. Rate card overleaf.

Record Reign limited-edition commemorative book: a limited number of single pages, half pages and special positions are available. Rate card below.

For companies wishing to take a full page, the fee for inclusion in the "By Royal Appointment" section will be waived. Please contact ILN for details.

Illustrated London News Limited

46 – 48 East Smithfield, London, E1W 1AW T: +44 (0)20 7426 1010 F: +44 (0)20 7426 1020 E: iln@iln.co.uk W: www.iln.co.uk
Registered in England No. 6433377 at the above address.



We would like to order copies of Record Reign limited-edition commemorative book at £295 per copy, including delivery (in the UK).

Quantity:

We would like to be involved, but not sure how. Please contact me to discuss.

Once received and discussed, ILN will send a Confirmation Order for approval.

Please email, fax, or post this form (or telephone) to:

Lisa Barnard, Chief Executive

Email: lisa.barnard@iln.co.uk

Tel: 020 7426 1011

Fax: 020 7426 1020

By post: Lisa Barnard, CEO, ILN, 46-48 East Smithfield, London, E1W 1AW

or

Jane Washbourn, Advertisement Manager

Email: jane.washbourn@iln.co.uk

Tel: 020 7426 1024

or

Andrew Small, Heritage Project Director

Email: andrew.small@iln.co.uk

Tel: 020 7426 1019

RATECARD

Bookazine

Single page	£4,000
Front half guaranteed position	£4,500
Double page spread	£7,000
Outside back cover	£5,500
Inside Front and Back Covers	£5,000
Inclusion in iPad edition	£250
1/8 th page advert in "By Royal Appointment" section	£600

Commemorative limited edition book:

Single page	£3,000
Front half guaranteed position	£3,500
Half page	£1,750
Front half guaranteed position	£2,000

Record Reign special package:

Single page in Bookazine, iPad edition and Commemorative book, which also includes an 1/8 th in RW section and a copy of the commemorative book	£5,750
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