

# ADM

## Assessment & Development Matters



Advertising Rates 2018



The British Psychological Society  
Psychological Testing Centre

# Advertising opportunities directed at the test user market

*Assessment & Development Matters* is the Psychological Testing Centre's quarterly publication sent out to over 12,000 qualified educational, forensic and occupational test users in the UK and overseas, who retain an entry on the Register of Qualifications in Test Use (RQTU).

It is the UK's only specialist magazine available in its market which reaches certified test users. Test users include HR personnel, local government and education authorities, students, psychologists, teachers and freelance testers.

*Assessment & Development Matters* delivers an editorial mix that provides the latest information on testing matters. Registered test users receive a hard copy of the magazine and can access back issues via our website. An e-magazine version is available to purchase by the general public, via the online BPS Shop.

## REGULAR FEATURES

- Updates on testing in the educational, forensic and occupational fields
- Articles on test research
- A day in the life...
- Book reviews
- Test reviews update
- Practitioner-focused articles and commissioned pieces

## REASONS TO ADVERTISE

- An average quarterly readership of 12,000 current test users

## Advertising rates & guidelines

Full-page (187mm H x 123mm W) £411.00

Half-page (89mm H x 123mm W) £238.00

### Artwork

Advertisements should be saved as a high resolution PDF, TIFF or EPS file. All fonts must be embedded. Adverts for inside pages should be set up for black-and-white printing; adverts for inside cover positions should be set up for full-colour process printing (CMYK, not RGB or spot colours). Correcting defective artwork may incur an additional cost.

### Cover positions

Inside front cover (full page £475.00)

Inside back cover (full page £475.00)

## Early bird discounted rates

Secure advertising space by 22 December 2017 in all four editions of ADM (2018) and get the first edition **FREE!**

## Deadline dates 2018

*Issue Advertising deadline*

1 18 December 2017

2 9 April

3 23 July

4 8 October

## Terms & conditions and code of practice

Please contact Ayshea King, by email [ayshea.king@bps.org.uk](mailto:ayshea.king@bps.org.uk) or call +44 (0)116 252 9923.

## Payment

An invoice will be mailed shortly after publication, with payment due within 30 days.

We are always interested in hearing about any research you are conducting and are eager to publish this in *Assessment & Development Matters*. For further information and submission guidelines please contact the Co-ordinating Editor, Mala Pancholi, by email [mala.pancholi@bps.org.uk](mailto:mala.pancholi@bps.org.uk) or call +44 (0)116 252 9524

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