



ADVERTISEMENT RATES - JANUARY 2010

Run of paper	4 colour	2 colour	Mono
Double page spread	£ 3620	£ 3020	£ 2420
Full page	£ 1810	£ 1510	£ 1210
Half page	£ 910	£ 755	£ 605
Quarter page	£ 460	£ 378	£ 303
Eighth page	£ 230	£ 190	£ 152
Sixteenth page	£ 116	£ 95	£ 76

Colour rates include 4 colour premium of £600.00 per page and £300.00 for 2 colour. Rates shown are Run of Paper but full page advertisements will face editorial and other sizes will either face editorial or have editorial on the same page ie. there is no premium for facing editorial. However, to guarantee being the only advertisement on the page, advertisers may wish to consider solus positions.

Solus	4 colour	2 colour	Mono
Half page	£ 1046	£ 868	£ 696
* Mini page	£ 1120	£ 929	£ 745
* Third page	£ 694	£ 578	£ 464
Quarter page	£ 529	£ 435	£ 348

* Mini page and third page only available at solus rates
 Solus rates are ROP plus 15% position premium.
 Fixed positions/consecutive ads/spreads are subject to 15% position premium

Covers : (Including 4 colour) Inside Front or Outside Back £2080
 Front Cover (special size) £2200

Special Positions: Centre Spread, 1st Right Hand Page: subject to 15% premium on ROP

Semi-Display Rates & Series Discounts:

Cost per single column centimetre (minimum size 3 cms)
 4 colour: £20.00 pscc, 2 colour: £17.50 pscc, Mono: £15.00 pscc

Series Discounts: 3 series - less 2.5%. 6 series - less 5%, 9 series - less 7.5%,
 12 series less 10% for advertisements appearing within 12 months.
 Cover positions and inserts are not subject to series discounts

Inserts: Accepted loose from £45.00 per 1000 (minimum weight 5gms)
 Centre stitched or stitched between editorial sections - rates available on request
 Also available loose by region /herd size selection - rates available on request.
 Magazine 'banding' and touch-glued insert facility also available

Agency Commission: 10% **VAT:** Rates exclude VAT
Cancellation notice: 4 weeks prior to publication date

For further details contact: Malcolm Bridges 01438 716220