

Farmers Guide

2020 Advertisement rates and data

Advertisement rates

Advert size	Once	6 months	12 months
Double page spread	£2,043	£1,916	£1,863
Full page	£1,180	£1,126	£1,077
Half page	£657	£628	£595
Quarter page	£341	£324	£309
Eighth page	£184	£177	£167
Classified semi-display per col cm (minimum 4 cm)	£14.00	£13.00	£12.00

Contractors

Single box	£105	Double box	£165
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Special positions

Front cover	£2,575	Solus positions	
Back cover	£1,600	Eighth page	£435
Inside front cover	£1,275	Quarter page (landscape only)	£540
Inside back cover	£1,200	Half page	£780
Mini page	£830	Third page	£580
Gatefold (3 pages)	£3,450		
Coverstock (2 pages)	£2,350		

Digital

Website banner (262w x 150h px)	£295
MPU (410w x 120h px - a/w supplied at 820w x 240h px)	£250
Sliding Ad (300 x 300 px)	£495
Newsletter (Standard - 900w x 500h px)	£495
Newsletter (Large - 900 x 900 px)	£545
Newsletter (Small - Event notice - 900w x 300h px)	£150

ALL RATES SHOWN ARE EXCLUSIVE OF VAT

Single column semi-display classified ads

Column width 35mm - Minimum depth 4cm

Electronic media

Document Format

PDF (please ensure file is optimised for print reproduction and all images are CMYK)

Individual photos & graphics

TIFF, JPEG, PSD, AI or EPS

Inserts

Inserts by postcode, charge by weight, minimum 6,000 – please enquire

Early Bird Farming Publications Ltd.
Parkside, London Road, Ipswich, Suffolk IP2 0SS
United Kingdom

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www.farmersguide.co.uk
www.farmads.co.uk

Specifications & dimensions

Size in mm	Width	Height	Bleed	Type area
Full page bleed	210	297	+3	190 x 277
Full page	190	270	N/A	N/A
Half page upright bleed	103	297	+3	93 x 277
Half page upright	93	270	N/A	N/A
Half page bleed	210	148	+3	190 x 128
Half page	190	133	N/A	N/A
Quarter page	93	133	N/A	N/A
Quarter page landscape	190	65	N/A	N/A
Eighth page	93	65	N/A	N/A
Front cover	210	235	+4	195 x 220
Mini page	142	189	N/A	N/A
Third page landscape	190	89	N/A	N/A
Third page landscape bleed	210	105	+3	190x85

Terms & conditions

Farmers Guide Terms

Advertisements are accepted subject to approval of copy and we reserve the right to refuse any advertisement, even though accepted and paid for and to make alterations we deem necessary to maintain our standards.

Advertisements which do not conform to the Trade Descriptions Act 1968 or other relevant legislation will be refused. Mistakes that arise in the course of publication must be notified to us within one week of publication. After that time claims for credit cannot be considered.

Copyright

Artwork undertaken by Farmers Guide is COPYRIGHT and must not be published elsewhere without written permission.

Credit Terms

Invoices are raised and dated the week of publishing and payment is due 30 days from the date of the invoice. Interest may be charged for accounts exceeding these credit terms.

Agency Discounts

A 10% discount is allowed for advertising agencies providing that our credit terms are not exceeded and press ready copy is provided. Any studio time required on such advertisements will be charged for.

There is no agency discount on inserts.