

PET FOOD

Supplement

ADVERTISEMENT RATES

Terms

Agency Commission: 10%. Payment must reach Pentlands Publishing Ltd within 30 days of the date of invoice.
Orders placed by UK based companies are subject to VAT. VAT will be added to prices stated at the standard rate.

Space Rates

Space	Size (height x width in mm)	Cost for a single insertion including full colour
Double Page Spread	297 x 420 (trimmed size)	£2750
Full Page	297 x 210 (trimmed size)	£1495
Half Page	124 x 178 or 254 x 86	£875
Third Page	80 x 178 or 254 x 51	£665
Quarter Page	124 x 86 or 61 x 178	£550
Eighth Page	61 x 86	£335

Special Positions

Page 3 – first right hand page – facing 'Opinion'£1,700 (including full colour)
Guaranteed solus position +20%
Any other guaranteed position +10%

Cover Rates

Outside Front Cover.....£2,500
Outside Back Cover£1,850
Inside Front Cover£1,850

Advertising Features/Company Profiles

Four page feature including 1000 reprints£2,700
Four page feature without reprints£2,450
Two page feature including 1000 reprints£1,900
Two page feature without reprints.....£1,650

Colour Photographs

Size to 85mm £100 Size to 120mm £135
(Size refers to maximum dimension, height or width)

Mechanical Data

Trimmed size Nominally A4: 297 x 210mm at covers, reducing to 297 x 208mm at centre spread
Process Sheet-fed offset litho, saddle stitched
Bleed Page 303 x 213mm (allows 3mm trim top, bottom and fore edge)
Centre spread 303 x 422mm (allows 3mm trim at each edge)
Front cover 228 x 213mm (allows 3mm trim at foot and right hand edge)

Copy Requirements

ADVERTISING MATERIAL IS REQUIRED ELECTRONICALLY WHEREVER POSSIBLE and may be supplied by e-mail, file transfer software or on CD-ROM. Our preferred format is PDF (Adobe Portable Document Format).