

# ADVERTISEMENT RATES

# 2012

# FEED COMPOUNDER

Station Road  
Great Longstone  
Bakewell DE45 1TS  
United Kingdom

Tel: +44 (0)1629 640941  
Fax: +44 (0)1629 640588  
E-mail: [mail@pentlandspublishing.com](mailto:mail@pentlandspublishing.com)

VAT Registration Number: GB 823 6289 18

## 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.  
Publication: 1st of month. Cancellations – 60 days before publication.

## Space Rates

Space	Size (height x width in mm)	Space rates for single insertion	
		Black and White	Colour
Double Page Spread	297 x 420 (trimmed size)	£1525	£2575
Full Page	297 x 210 (trimmed size)	£895	£1425
Half Page	124 x 178 or 254 x 86	£475	£825
Third Page	80 x 178 or 254 x 51	£360	£625
Quarter Page	124 x 86 or 61 x 178	£295	£525
Eighth Page	61 x 86	£175	£325

## Series Discounts

*To qualify for series prices, all advertisements must appear within a twelve month period*

2 to 3 insertions.....	5% discount
4 to 5 insertions .....	10% discount
6 to 7 insertions .....	15% discount
8 to 9 insertions .....	20% discount
10 insertions .....	25% discount

## Special Positions

Page 3 – first right hand page – facing ‘Opinion’ .....	£1,675 ( including full colour)
Guaranteed solus position .....	+20%
Any other guaranteed position .....	+10%

## Cover Rates

*Full colour is included in the cost of all covers*

Outside Front Cover.....	£2,250
Outside Back Cover.....	£1,675
Inside Front Cover .....	£1,675

## Company Profiles

Four page, full colour advertising feature including up to a full page of display advertising. 1000 reprints included. £2,650

## Inserts

Loose inserts £895    Bound inserts £1045    (Maximum weight 15g — £35 per gram extra over 15g)

## Colour Photographs

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

## Classified

In Buyers' Guide section - rates from £123 per year. Full details on request or from [www.feedcompounder.com](http://www.feedcompounder.com)

## 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 or on CD-ROM. Our preferred format is PDF (Adobe Portable Document Format). We can also accept EPS files, although please ensure that all fonts used are converted to curves. Any graphic work undertaken by us may be charged extra but any such charge will be cleared in advance.