

2022 Craft Butcher Magazine Advertising Schedule & A/W Specifications Updated April 2022

2022 Issues	Ad Booking Deadline	Editorial Deadline	Advert a/w Deadline	Delivery to Butchers w/e
January/February	26th November	3rd December	6th December	10th January
March/April	28th January	4th February	7th February	4th March
May/June	1st April	8th April	11th April	6th May
July/August	27th May	3rd June	6th June	1st July
September/October	22nd July	29th July	5th August	2nd September
November/December	30th September	7th October	10th October	4th November

Artwork Specifications:

Whole Page (H x W) no border, fits to page edge
- 303mm x 216mm includes 3mm Bleed

Half Page Horizontal (H x W) placed inside a white border
130mm x 183mm

Half Page Horizontal Bleed (H x W) no border, fits to page edge
140mm x 216mm - includes 3mm bleed all round

(Subject to layout limitations and by agreement only)

Half Page Vertical (H x W) placed inside a white border
276mm x 86mm

Half Page Vertical Bleed (H x W) no border fits to page edge
303mm x 96mm - includes 3 mm Bleed all round

Quarter Page (H x W) placed inside a white border
130mm x 85mm

Files should be sent in PDF format

All images embedded in the PDF should be 300dpi and we recommend exporting using the PDF/X-4:2008 standard with Coated FOGRA39 as the Output Profile. See further details in the examples ➡

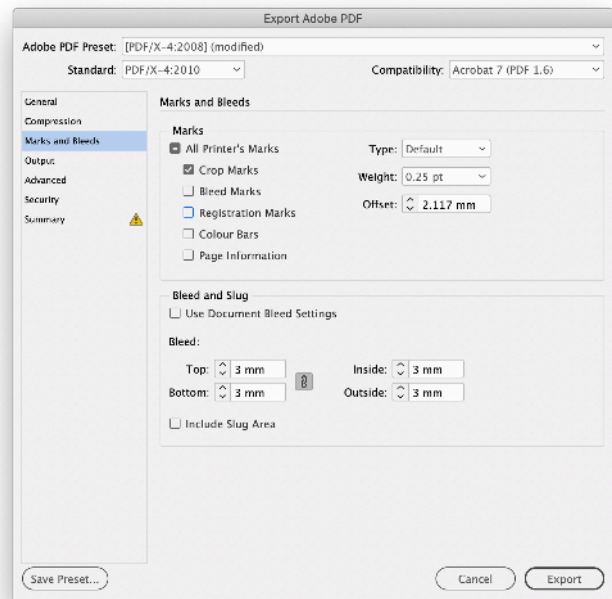
Word count guide if supplying editorial content:

Full page

- 700-750 words - no images
- 600 words +1 image or 400-500 words +2 images

Half Page

- 300-350 words - no images | 200-250 words +2 images



Export Adobe PDF

Adobe PDF Preset: [PDF/X-4:2008] (modified)

Standard: PDF/X-4:2010 Compatibility: Acrobat 7 (PDF 1.6)

General

Compression

Marks and Bleeds

Output

Advanced

Security

Summary

Marks

☒ All Printer's Marks

☒ Crop Marks

☐ Bleed Marks

☐ Registration Marks

☐ Colour Bars

☐ Page Information

Type: Default

Weight: 0.25 pt

Offset: 2.117 mm

Bleed and Slug

☐ Use Document Bleed Settings

Bleed:

Top: 3 mm

Bottom: 3 mm

Inside: 3 mm

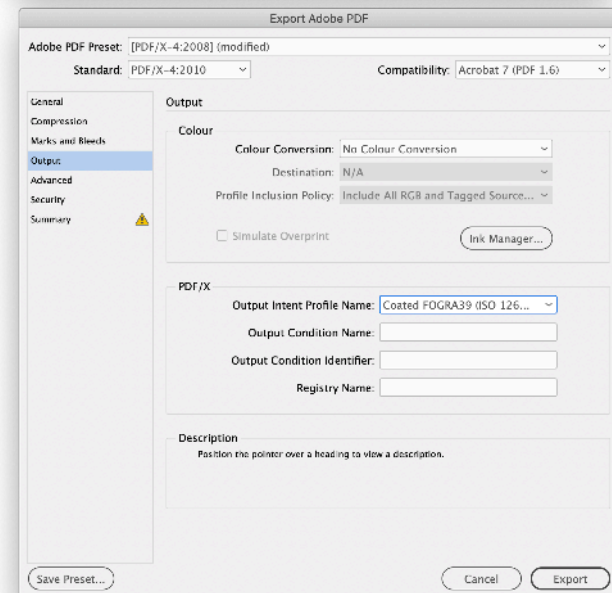
Outside: 3 mm

☐ Include Slug Area

Save Preset...

Cancel

Export



Export Adobe PDF

Adobe PDF Preset: [PDF/X-4:2008] (modified)

Standard: PDF/X-4:2010 Compatibility: Acrobat 7 (PDF 1.6)

General

Compression

Marks and Bleeds

Output

Colour

Colour Conversion: No Colour Conversion

Destination: N/A

Profile Inclusion Policy: Include All RGB and Tagged Source...

☐ Simulate Overprint

Ink Manager...

PDF/X

Output Intent Profile Name: Coated FOGRA39 (ISO 126...)

Output Condition Name:

Output Condition Identifier:

Registry Name:

Description

Position the pointer over a heading to view a description.

Save Preset...

Cancel

Export

Advertising Rate Card

Size	Non Member	Corporate Member	Interested in making a booking?
Full Page	£715.00	£236.00	Email Claire to enquire about booking or for any further questions.
Half Page	£385.00	£155.00	
Quarter Page	£275.00	£105.00	
Series Discounts - Booked and paid for at the start of the first booking, each ad must be in a different issue			
Up to 3 adverts	5%		
From 4 - 6	10%		
Insertions (own supply or can be printed with the magazine at cost)	£120.00	£60.00	Fliers or leaflets up to A4 in size, max 8 pages, can be a folded poster, leaflet or flier - any larger or different, ask for further details.

Any questions regarding the advertising spec or your booking please contact Claire on TrumpetDM@gmail.com or call 07502 191215

For all other **National Craft Butcher** enquiries call 01892 541412 or email leanor@nationalcraftbutchers.co.uk

www.nationalcraftbutchers.co.uk