



# NATIONAL CRAFT BUTCHERS

## 2024 Features List

<b>January/February</b>	<b>Trend Watch / National Butchers Week / Apprenticeships and Training / Focus on Northeast / Frozen Food / Comfort or Calories</b>
<b>March/April</b>	<b>Merchandising and Display / British Beef Week / Easter / Trading Standards / Allergy Awareness Week / Focus on Wales / Pies &amp; Pastries</b>
<b>May/June</b>	<b>National BBQ Week / Health and Safety / Catering and Wholesale/ Sustainability / Focus on East / Equipment &amp; Refrigeration</b>
<b>July/August</b>	<b>Speciality Meats &amp; Charcuterie / Ingredients and Accompaniments / Focus on North West / Food Hygiene</b>
<b>September/October</b>	<b>The Game Season / Energy / Sausages/ Regional Specialties / Packaging / Focus on Midlands / Product Range Planning / Curry Week</b>
<b>November/December</b>	<b>Festive Fayre / Christmas Countdown / Hampers and Luxury Lines / Insurance / Focus on South / Deliveries &amp; Packaging</b>

Magazines are posted during the first week of January, March, May, July, September & November

## Contacts

For advertising space contact: Claire Holland | 07502 191215 | [trumpetdm@gmail.com](mailto:trumpetdm@gmail.com)

For editorial enquiries contact: Tina Mulholland | 07710 178220 | [tina@tlm-marketing.com](mailto:tina@tlm-marketing.com)

**NCB general enquiries contact**  
**[info@nationalcraftbutchers.co.uk](mailto:info@nationalcraftbutchers.co.uk) | [www.nationalcraftbutchers.co.uk](http://www.nationalcraftbutchers.co.uk) | 01892 541412**



2024 Issues	Booking Deadline	Editorial Deadline	A/W Deadline	Est mailing, week ending
January/February	24th November	1st December	6th December	5th January
March/April	19th January	29th January	31st January	27th February
May/June	29th March	5th April	10th April	3rd May
July/August	24th May	7th June	12th June	5th July
September/October	19th July	2nd August	5th August	6th September
November/December	27th September	4th October	9th October	1st November

**Artwork Specifications:**

**Whole Page** H303mm x W216mm  
no border, fits to page edge - includes 3mm Bleed

**Half Page Horizontal** H130mm x W183mm  
placed inside a white border

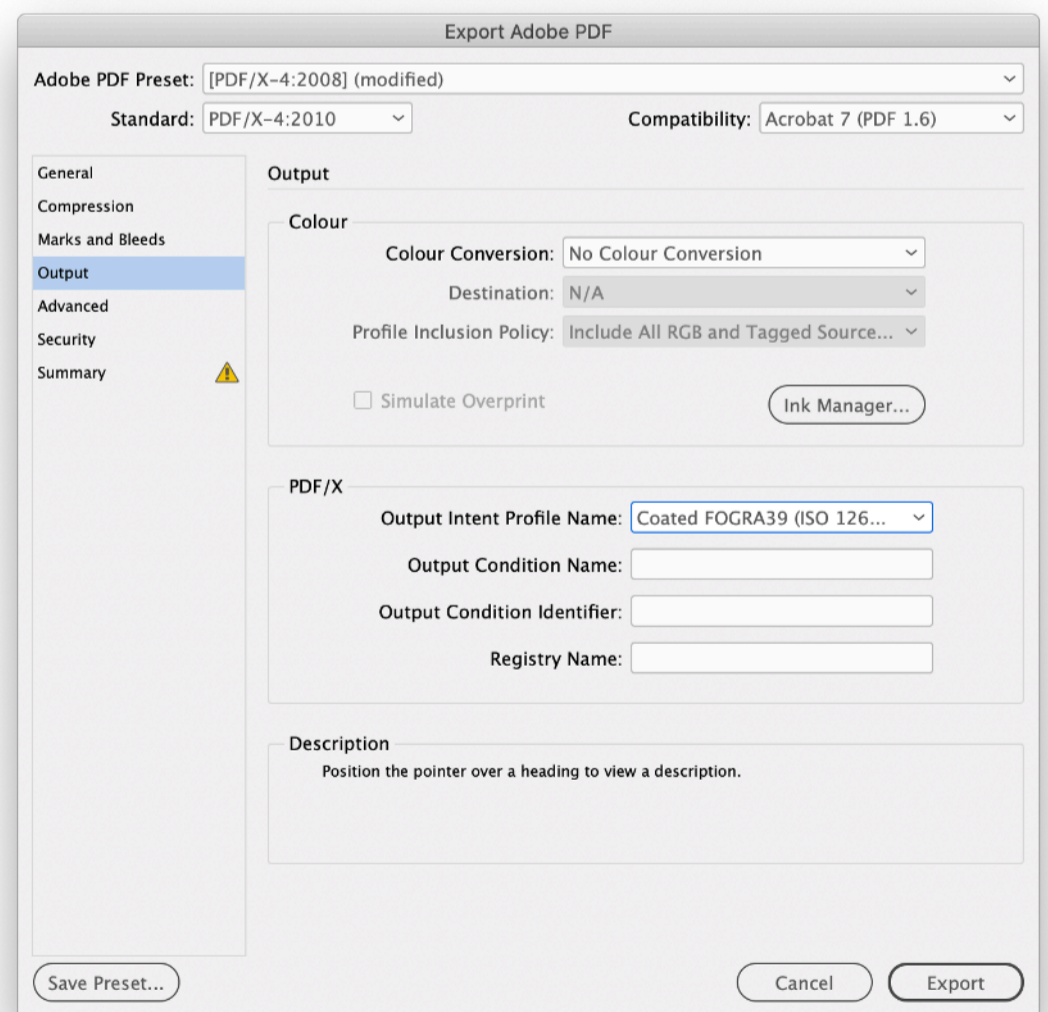
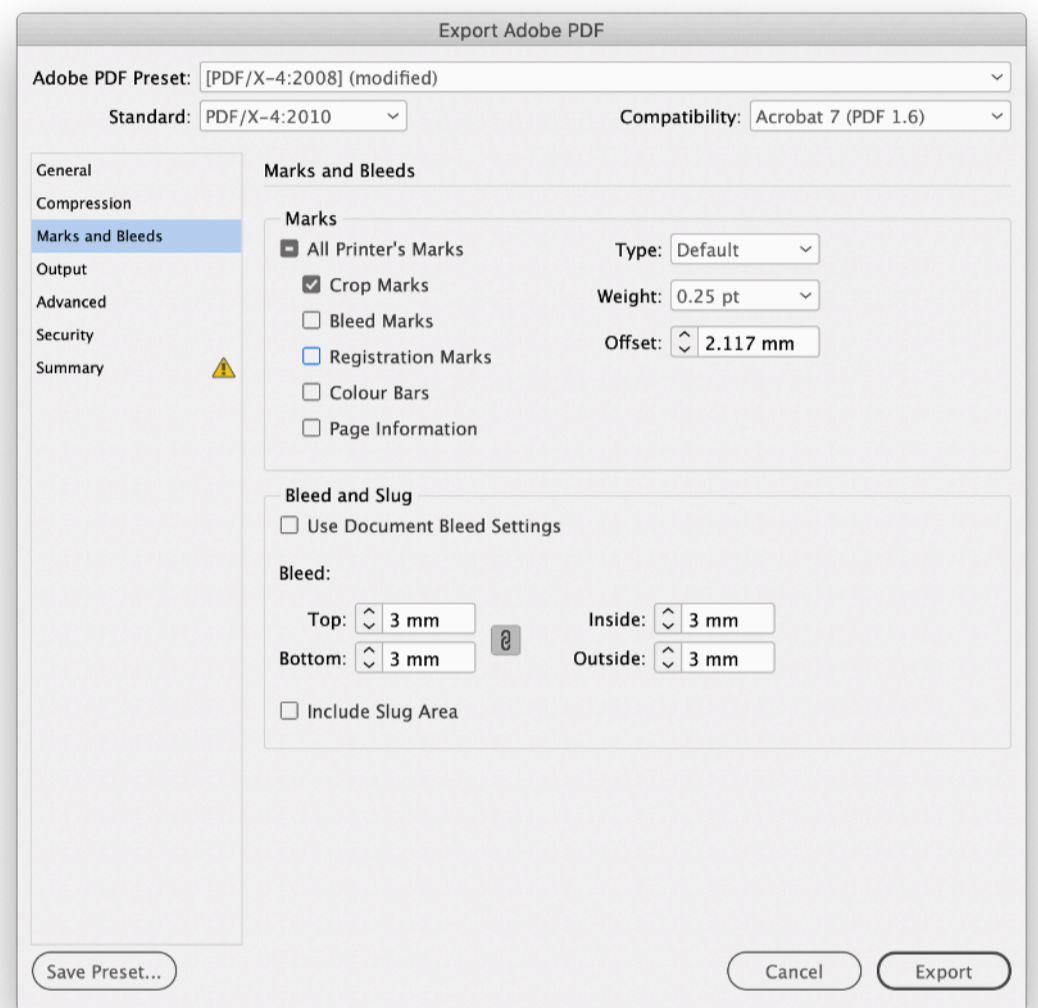
**Half Page Horizontal Bleed** H140mm x W216mm  
no border, fits to page edge - includes 3mm bleed all round

**Quarter Page Horizontal** H130mm x W91mm  
placed inside a white border

**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 [➔](#)

**Digital Banner Advert** dimensions 520 H x 180 W pixels in a PNG format.

**Editorial content:** Word count guide (approx):  
**Full page**  
 - 700-750 words - no images  
 - 600 words +1 image  
 - 400-500 words +2 images  
**Half Page**  
 - 300-350 words - 1 image/Logo  
 - 200-250 words +1 or 2 images



Advertising Rate Card			
Size	Non Member	Corporate Member	Interested in making a booking?
Double Page Spread	Ask for details	£550.00	Email <b>Claire</b> to enquire about booking or for any further questions.
Full Page	£750.00	£275.00	
Half Page	£405.00	£180.00	
Quarter Page	£290.00	£120.00	
<b>Nominated Position: charged at an extra 25%</b> Advertisers can request a specific page or placement within the magazine, subject to availability			
<b>Series Bookings of 6 Adverts - receives 10% discount</b> Booked and paid for at the start of the first booking, each ad must be in a different issue			
<b>Insertions</b>	(own supply or can be printed with the magazine charged at cost from printers, quantity required approx 1010)		
1 page: Size A4 or A5	£250.00	£95.00	
A4 or A5 Booklet Max 8x pages	£350.00	£150.00	Any larger or different, ask for details.
<b>Vertical Digital Banner</b>	n/a	£250.00	Placement either side of the digital version of the magazine : <a href="http://flickread.com/edition/html/index.php">flickread.com/edition/html/index.php</a>

Any questions regarding the advertising spec or your booking please contact Claire on [TrumpetDM@gmail.com](mailto:TrumpetDM@gmail.com) or call 07502 191215

For all other **National Craft Butcher** enquiries call 01892 541412 or email [info@nationalcraftbutchers.co.uk](mailto:info@nationalcraftbutchers.co.uk)