



# NATIONAL CRAFT BUTCHERS

## 2025 Advertisers Features List

<b>January/February</b>	<b>Trend Watch / Apprenticeships and Training / Focus on Northeast / Healthy Eating / Pet Food / Marketing Planning / WBC Team Update</b>
<b>March/April</b>	<b>Merchandising &amp; Display / British Beef Week (Focus on Beef) / Easter / Allergy Awareness Week / Focus on Wales / National Butchers Week / British Pie Week / National Black Pudding Day</b>
<b>May/June</b>	<b>National BBQ Week / Focus on East / Focus on Cold Meats &amp; Charcuterie / Father's Day / Craft Butcher LIVE / British Butchery Awards Finalists</b>
<b>July/August</b>	<b>Ingredient Trends / Focus on Northwest / Gourmet Burgers / Digital Loyalty Schemes / British Butchery Awards Winners / Craft Butcher LIVE Round Up</b>
<b>September/October</b>	<b>Game Season / Energy Update / Sausage Week / Focus on Midlands / National Curry Week / Autumn Lamb / Porktober / Getting ahead for Christmas</b>
<b>November/December</b>	<b>Festive Fayre / The final push for Christmas / Upselling with Luxury Condiments &amp; Accompaniments / Focus on South / Family Sized Convenience Meals</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



2025 Issues	Booking Deadline	Editorial Deadline	A/W Deadline	Est mailing day
January/February	22nd November	29th November	4th December	3rd January
March/April	24th January	31st January	5th February	28th February
May/June	28th March	4th April	7th April	2nd May
July/August	23rd May	30th May	4th June	14th July
September/October	25th July	1st August	6th August	29th August
November/December	26th September	3rd October	8th October	31st October

**Artwork Specifications:**

**Double Page** H303mm x W426mm / **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 520H x 180W pixels in a PNG format.

**Editorial content:**

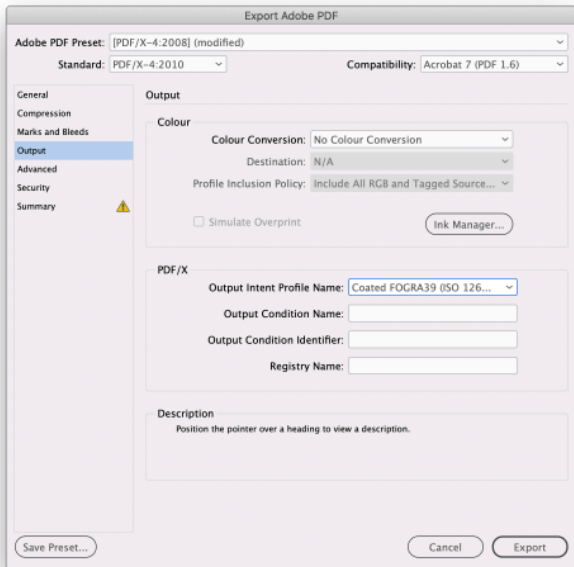
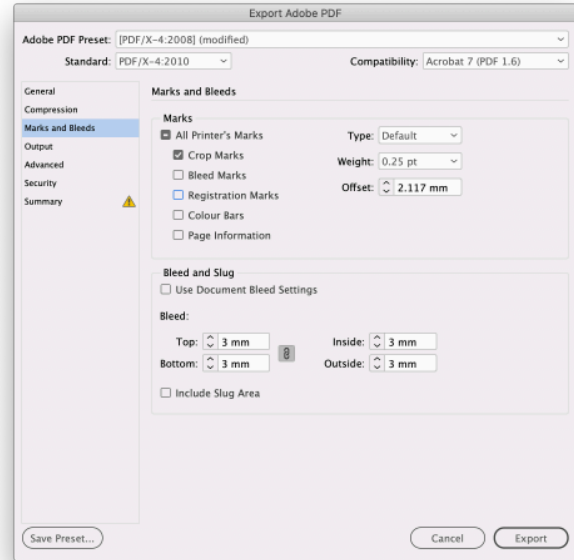
The team are happy to help you craft an editorial piece, as an alternative to a fully worked advert. Requirements are copy, a logo and a couple of images. Word count guide as follows (approx):

**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 for both advertising and editorial content**

Size	Non Member	Corporate Member	Interested in making a booking?
<b>Double Page Spread</b>	Ask for details	£575.00	Email <b>Claire @ Trumpet</b> to enquire about availability or for any further questions.
<b>Full Page</b>	£750.00	£290.00	
<b>Half Page</b>	£405.00	£190.00	
<b>Quarter Page</b>	£290.00	£125.00	
<b>Nominated Position</b>	<b>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</b>	<b>Receive 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> of fliers or booklets	(supply your own or can be printed with the magazine charged at cost from the printers, quantity required approx 1020)		
1 page: Size A4 or A5	£250.00	£100.00	
A4 or A5 Booklet Max 8x pages	£350.00	£160.00	Any larger or different, please ask for details.
<b>Digital Banner Sponsorship</b>	n/a	£265.00	One vertical banner is placed either side of the layout, the same or different messages/imagery can be used on each side with the option to link to a website or email, view examples <a href="#">here</a> : once banners are uploaded they stay in place until the issue is removed.

Any questions regarding the advertising spec or a 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)