



NATIONAL CRAFT BUTCHERS

2025 Advertisers Features List

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

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

For editorial enquiries contact: Tina Mulholland | 07710 178220 | tina@tlm-marketing.com

NCB general enquiries contact
info@nationalcraftbutchers.co.uk | 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 [➡](#)

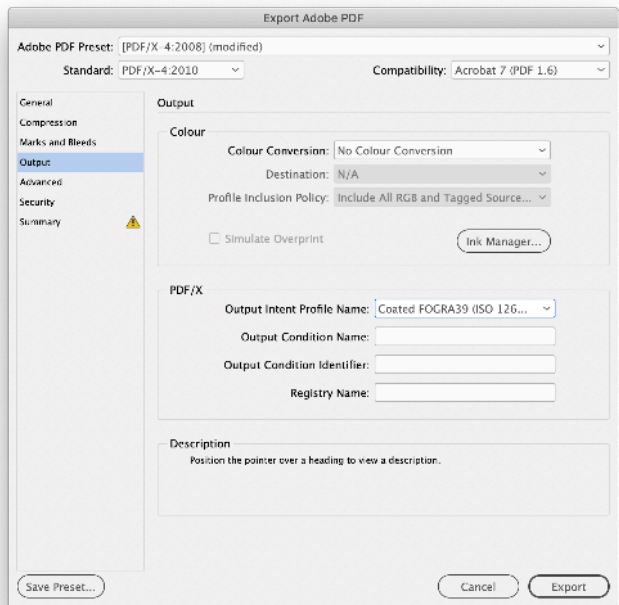
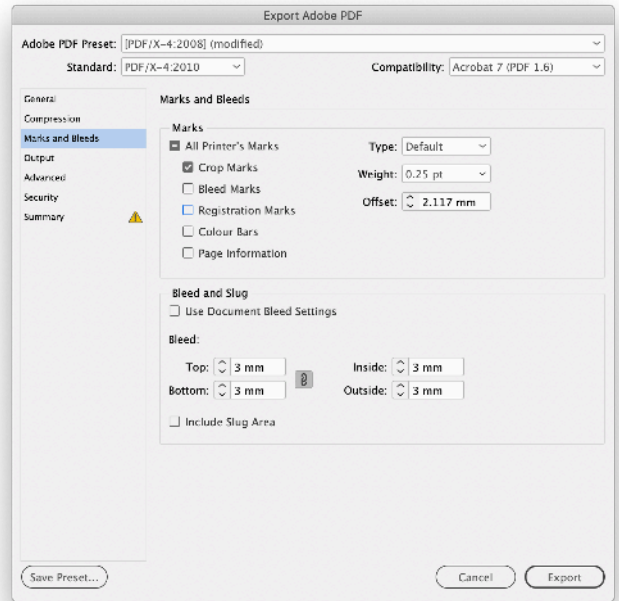
NB:
If using Canva to produce artwork please read this guide to ensure your files are press ready. [how-to-get-a-press-ready-pdf-from-canva-a-step-by-step-guide/](https://www.canva.com/press-ready/)

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 | Half Page |
| - 700-750 words - no images | - 300-350 words - 1 image/Logo |
| - 600 words +1 image | - 200-250 words +1 or 2 images |
| - 400-500 words +2 images | |



Advertising Rate Card for both advertising and editorial content

Size	Non Member	Corporate Member	Interested in making a booking?
Double Page Spread	Ask for details	£575.00	Email Claire @ Trumpet to enquire about availability or for any further questions.
Full Page	£750.00	£290.00	
Half Page	£405.00	£190.00	
Quarter Page	£290.00	£125.00	
Nominated Position	Charged at an extra 25% Advertisers can request a specific page or placement within the magazine, subject to availability		
Series Bookings of 6 Adverts	Receive 10% discount Booked and paid for at the start of the first booking, each ad must be in a different issue		
Insertions of flyers 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.
Digital Banner Sponsorship	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 here : 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 Holland
E: TrumpetDM@gmail.com or M: 07502 191215

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

www.nationalcraftbutchers.co.uk