

# 2026 Craft Butcher Magazine Advertising Schedule, Rate Card & Specifications

2026 Issues	<b>Booking Deadline</b>	Editorial Deadline	A/W Deadline	Est mailing day
January/February	21st November	28th November	3rd December	2nd January
March/April	23rd January	30th January	2nd February	4th March
May/June	27th March	2nd April	7th April	Ist May
July/August	29thMay	5th June	10th June	3rd July
September/October	24th July	31st July	5th August	28th August
November/December	25th September	2nd October	7th October	30th October

Advertising Rate Card for both advertising and editorial content					
Size	Non Member	Corporate Member	Details		
Double Page Spread	Ask for details	£575.00			
Full Page	£750.00	£290.00	With this booking increase traffic by adding the digital banner sponsorship for only £95, if available		
Half Page	£405.00	£190.00			
Quarter Page	£290.00	£125.00			
Horizontal Quarter Page Banner or Footer	£290.00	£125.00	Only available on inside pages from pg 4 onwards.		
Nominated Position	Charged at an extra 25% Advertisers can request a specific page or placement within the magazine, subject to availability				
Upfront Booking of 6 Issues	Receive 10% discount Booked and paid for at the start of the first booking, each ad must be in a different issue				

Advertising Rate Card Insertions and Digital Banners						
	Non Member	Corporate Member	Details			
Insertion	(supply your own or can be printed with the magazine charged at cost from the printers, quantity required 1020)					
I page	£250.00	£100.00	Size A4 or A5 Max weight 15g			
A4 or A5 Booklet	£350.00	£160.00	Max pages 8 Max weight 40g Any larger, heavier or different, please ask for details.			
Digital Issue Sponsor x2 Banners	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="https://examples.ore">https://examples.ore</a> 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 <u>info@nationalcraftbutchers.co.uk</u>

## www.nationalcraftbutchers.co.uk







# Double Page H303mm x W426mm / no border fits to page edge includes 3mm Bleed



# **Artwork Specifications**

# **Whole Page**

H303mm x W216mm no border fits to page edge includes 3mm Bleed

# **Half Page Horizontal**

H130mm x W185mm placed inside a white border

# **Half Page Horizontal**

H140mm x W216mm no border fits to page edge includes 3mm bleed

# **Quarter Page Footer**

H70mm x W185mm placed inside a white border

# Horizontal Quarter Page

H70mm x W216mm no border fits to page edge includes 3mm bleed

# **Quarter Page**

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 •

### **Please Note:**

If using Canva to produce artwork please read this guide to ensure your files are press ready: <a href="https://how-to-get-a-press-ready-pdf-from-canva-a-step-by-step-guide/">how-to-get-a-press-ready-pdf-from-canva-a-step-by-step-guide/</a>

## **Editorial content:**

The team are happy to help you craft an editorial piece, as an alternative to a fully worked advert. Requirements: copy, a logo and a couple of images.

Word count guide as follows (approx):

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





# Digital Issue Sponsorship

Banner Size: H 520 x W 180 pixels PNG format Can include: Web or Email Link





# 2026 Features List which offer Advertising and Editorial Opportunities

January/February Trend Watch / Apprenticeships and Training / Focus on Northeast /

Marketing 2026 / National Black Pudding Day / National Butchers Week

March/April Equipment & Shop Fitting / British Beef Week / Easter / Allergens / Focus

on Wales / Workwear /

May/June National BBQ Week / Focus on East / Deli Counters / Father's Day / Farm

Shop Focus /

July/August Focus on Northwest / BBQ season / Technology Support / Ingredients

September/October Game Season / Energy Update / Sausage Week / Focus on Midlands /

Autumn Lamb / Halloween & Octoberfest / Porktober / Christmas planning

/ Packaging and Labelling / British Butchery Awards

November/December Christmas indulgence / The final push for Christmas / Focus on South /

**Upselling / Festive Sundries** 

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