



2026 Issues	Booking Deadline	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	1st May
July/August	29th May	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)		
1 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 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



Double Page

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



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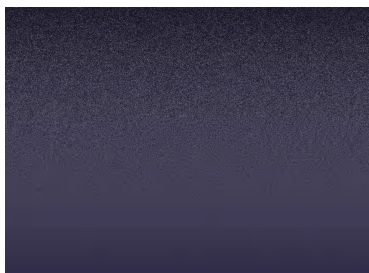
Artwork Specifications

Whole Page

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

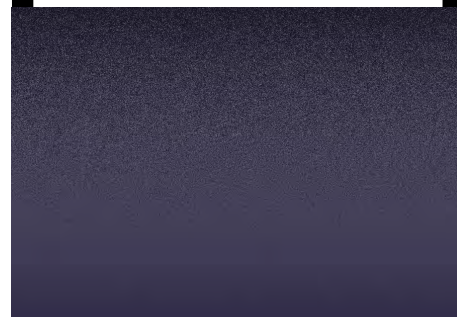
Half Page Horizontal

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



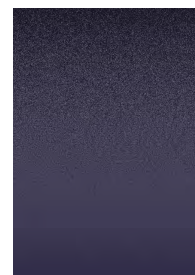
Horizontal Quarter Page

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:

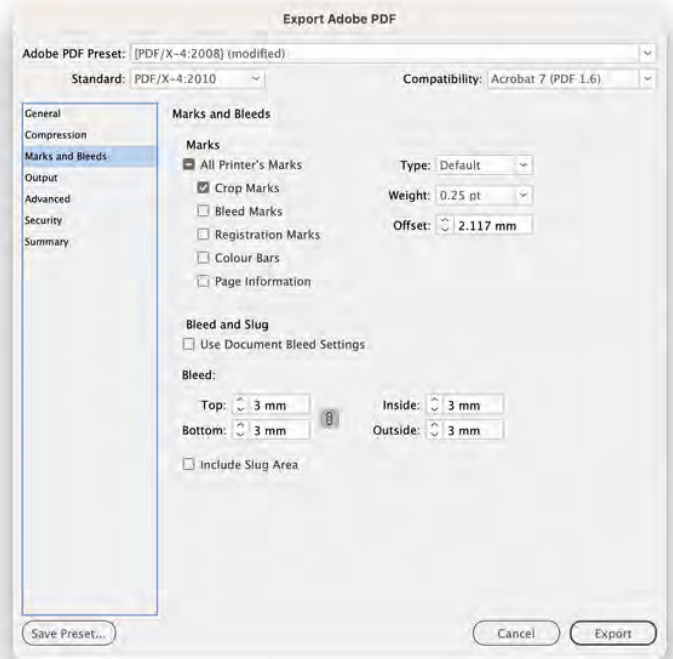
If using Canva to produce artwork please read this guide to ensure your files are press ready: [how-to-get-a-press-ready-pdf-from-canva-a-step-by-step-guide/](#)

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





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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 & Oktoberfest / 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