NATIONAL CRAFT BUTCHERS

2027 Craft Butcher Magazine Advertising Schedule & Rate Card

2027 Issues	Booking Deadline	Editorial Deadline	Artwork Deadline	Mailing day
February/March/April	29th December '26	4th January	8th January	28th January
May/June/July	30th March	5th April	9th April	29th April
August/September/October	28th June	5th July	9th July	29th July
November/December/January	27th September	4th October	8th October	28th October

Advertising Rate Card for both advertising and editorial content

Size	Non Member	Industry Supporter	Details
Double Page Spread	Ask for details	£600.00	
Full Page	£750.00	£325.00	
Half Page	£405.00	£225.00	
Quarter Page	£290.00	£150.00	
Horizontal Quarter Page Banner or Footer	£290.00	£150.00	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 all 4 Issues in the same year	**Receive 10% discount** Booked and paid for at the start of the year (Feb/Mar/Apr issue) and each ad must be in a different issue		

Advertising Rate Card Insertions and Digital Banners

	Non Member	Industry Supporter	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	£110.00	Size A4 or A5 Max weight 15g
A4 or A5 Booklet	£350.00	£175.00	Max pages 8 Max weight 40g Any larger, heavier or different, please ask for a quote and further details.
Digital Issue Sponsor x2 Banners	n/a	£250.00	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 to make a booking please contact:
NCB Membership Manager
industrysupporter@nationalcraftbutchers.co.uk

For all other **National Craft Butcher** enquiries
Call 01892 541412 ~ Email info@nationalcraftbutchers.co.uk

www.nationalcraftbutchers.co.uk

NATIONAL
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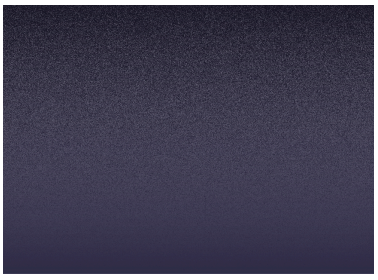
Artwork Specifications

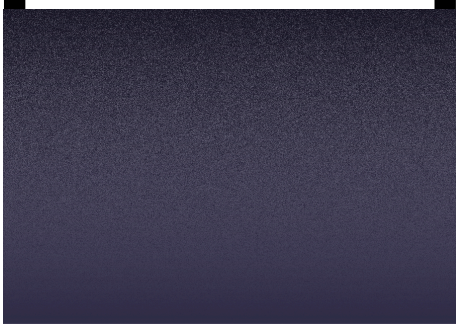
Double Page
H303mm x W426mm /
no border
fits to page edge
includes 3mm Bleed

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/

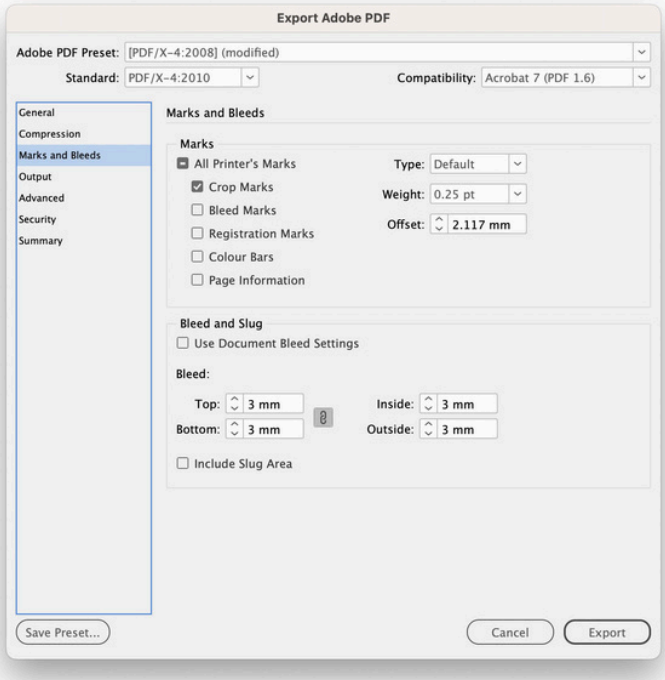
Editorial content:

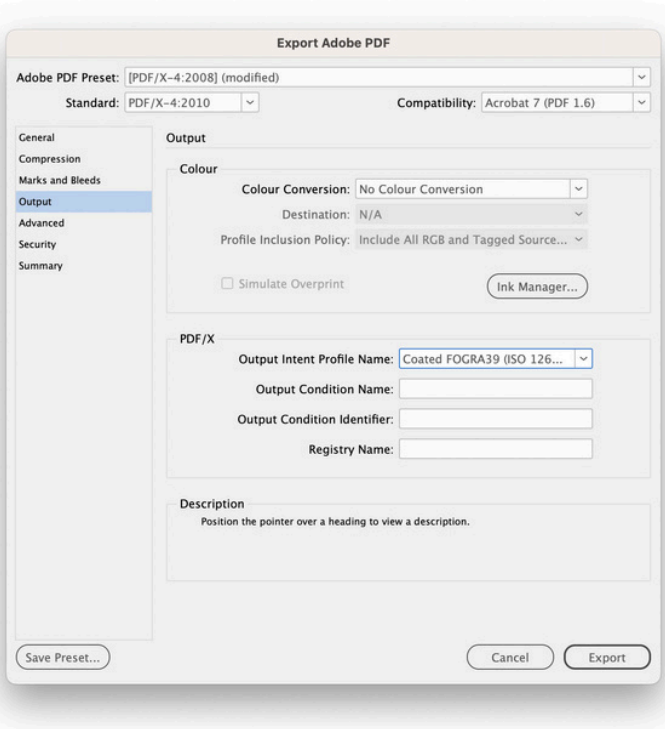
The team are happy to help you craft an editorial piece, as an alternative to a fully worked advert. Requirements: copy, a logo and a couple of images.

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