

# RURAL

## RATE CARD 2019



RURAL is a magazine that focuses on Jersey’s rural environment, its countryside, agriculture, culture and community.

The magazine is distributed throughout the Island at over 200 selected outlets, including Waitrose supermarkets, farm shops, fine food outlets, country pubs, garden centres, cafes, restaurants, golf and social clubs, hotels and corporate reception areas. RURAL is published four times a year – spring, summer, autumn and winter issues. 8,000 copies of each edition are being printed for free distribution.

The magazine is now being made in partnership with creative agency The Refinery and a refreshed, high quality look will be launched in 2019. Please contact the team to discuss both advertorial and advertising opportunities within the magazine.

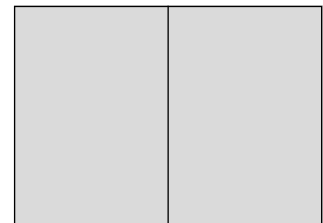
### ADVERTISING RATES

Double Page Spread	£1,500
Back Page	£1,000
Inside Front	£950
Inside Back	£950
Full Page	£800
Half Page	£450
Quarter Page	£300
Banner	£300

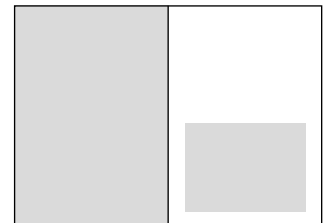
### ADVERTISING SIZES

Double Page Spread	420w x 297h mm *
Full Page	210w x 297h mm *
Half Page	190w x 133h mm
Quarter Page	90w x 133h mm
Banner Page	190w x 60h mm

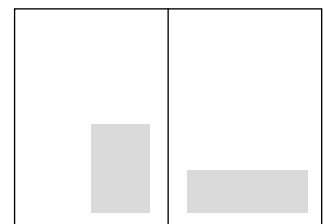
\*Add an extra 3mm bleed on all sides of supplied artwork.



Double Page Spread



Full Page Half Page



Quarter Page Banner

### ARTWORK SPECIFICATIONS

Please supply all artwork in PDF format only, with any fonts embedded or outlined and a minimum image resolution of a 300dpi at 100% final print size. All artwork and images must be converted to CMYK before supplying. Failure to set up your artwork to these specifications may lead to unexpected results during the printing process.

For legibility, we recommend that any text for the Full Page or Double Page Spread advertisements is placed at least 10mm from the top, bottom and outside edges of the artwork and at least 20mm from the edge nearest the spine.

### ARTWORK DEADLINES

Spring	11 <sup>th</sup> February 2019
Summer	10 <sup>th</sup> May 2019
Autumn	29 <sup>th</sup> August 2019
Winter	7 <sup>th</sup> November 2019

For all enquiries and bookings, please call **01534 720200** or email **rebecca@getrefined.com**