

RURAL

RATE CARD 2021



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

Rural magazine is targeted at people who value the quality of life in Jersey and are passionate about the Island's environment, countryside, community, culture and heritage.

Our high standard of editorial is written by local contributors who live and work in Jersey and are committed to providing factual and un-sensationalised reporting and explanations of current news topics of special concern to Islanders.

6000 printed copies are published quarterly. These are distributed to Waitrose and Co-Op Grand Marché supermarkets and to garden centres and when not closed because of the pandemic, to over 200 selected outlets including farm shops, fine food outlets, country pubs, cafés, restaurants, golf and social clubs, hotels and corporate reception areas. It is also distributed by selected companies in their home delivery packs.

The Genuine Jersey membership knows the publicity it receives from RURAL is both useful and beneficial and that the magazine does all it can to promote and support our association.

*John Garton,
Chief Executive of Genuine Jersey*

ADVERTISING RATES

Double Page Advertorial + Full Page Advert	£2,000	Half Page	£450
Double Page Spread	£1,500	Single Page Sponsorship	£400
Back Page	£1,000	Quarter Page	£300
Inside Front	£950	Banner	£300
Inside Back	£950	Website Banner (per qtr)	£300
Full Page	£800	Directory Box	£95

ADVERTISING SIZES (mm)

Double Page Spread	420w x 297h*
Full Page	210w x 297h*
Half Page	190w x 133h
Quarter Page	90w x 133h
Banner	190w x 60h
Directory Box	190w x 30h

PUBLICATION DATE	ADVERT BOOKING	ARTWORK DEADLINE
Spring (w/c 15 March)	-	15 Feb
Summer (w/c 7 June)	4 May	10 May
Autumn (w/c 27 Sept)	31 Aug	6 Sept
Winter (w/c 29 Nov)	25 Oct	1 Nov

10% discount for commitment to all four annual issues. Rates subject to GST where applicable.

ADVERTISING SPECIFICATIONS

Please supply all artwork in PDF format only, with any fonts embedded or outlined and a minimum image resolution of 300dpi at 100% final print size. All artwork and images must be converted to CMYK before supplying (*FP and DPS must have 3mm bleed on all sides of supplied artwork). 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.

For all enquiries and bookings, please call Jon Allo on **01534 730001** or email jon@aistudio.je



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