

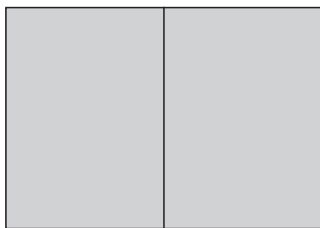
RURAL

RATE CARD 2024

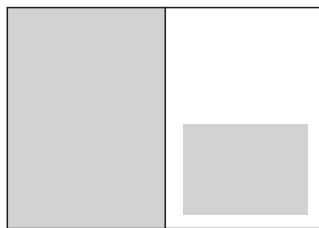
RURAL magazine is targeted at people who value the quality of life in Jersey and are passionate about the Island's environment, countryside, community, culture and heritage.

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.

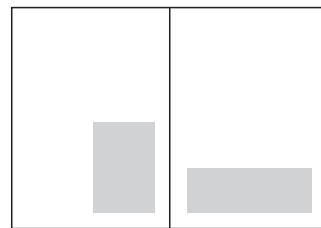
Produced quarterly, over 5,000 copies are printed and distributed across the Island through 200+ outlets, including Waitrose and Co-Op Grand Marché supermarkets, farm shops, fine food outlets, pubs, cafes, restaurants, golf and social clubs, hotels and corporate areas. Additionally, distribution includes Jersey Zoo, local charity shops, the Jersey Airport departure hall and the Elizabeth Harbour terminal. Online promotion for each publication is communicated through our fortnightly email newsletter, website and social media channels.



Double Page Spread



Full Page Half Page



Quarter Page Banner

ADVERTISING RATES

Double Page Advertorial +	Full Page	£950
Full Page Advert £2,250	Half Page	£550
Double Page Spread £1,950	Single Page Sponsorship	£495
Back Page £1,250	Quarter Page	£395
Inside Front £1,100	Banner	£395
Inside Back £1,100		

Rates subject to GST where applicable.

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

*Add an extra 3mm bleed on all sides of supplied artwork on both Double and Full pages.

PUBLICATION DATE 2024 ADVERT BOOKING

Spring (w/c 4 March)	5 Feb
Summer (w/c 3 June)	3 May
Autumn (w/c 2 Sept)	2 Aug
Winter (w/c 2 Dec)	4 Nov

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. 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 or Fiona on **01534 730001** or email jon@aistudio.je or fiona@aistudio.je

RURAL

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Website

Our website, ruraljersey.co.uk, is the digital companion to the printed magazine. Regularly updated with fresh content, it also hosts past editions of the magazine and the unique 'What's for Dinner' articles, based on a series of speaker events to discuss alternative futures for food production and farming.

Website traffic is driven to the website via regular social media posts and our email newsletter.

There are also options to place digital banners on the website.



RURAL Post

An email newsletter published as an extension of RURAL magazine.

This is our fortnightly email newsletter, sent to over 2,700 subscribers. It provides information, news, diary dates, arts, culture and environmental issues delivered to your inbox.

There are options for sponsoring the email newsletter with a digital banner placed at the top of the newsletter linking directly to your website.



Social media

We have a wide following online, who interact and engage with our social media. We are currently posting across three platforms: Facebook, Instagram and X (Twitter).

Multiple weekly posts cover the magazine articles, RURAL news, RURAL views (images and pictures) and also our competition.

ADVERTISING RATES & SIZES

RURAL Post Banner 728w x 90h pixels	£150 per month *minimum 3 months	£1,650 annually
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Website Banner 300w x 200h pixels	£125 per month *minimum 3 months	£1,375 annually
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Sponsored News Article Posted on website, email newsletter and social channels	£125 each	
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