

pbwnews

THE ORIGINAL MAGAZINE FOR THE PET INDUSTRY

ADVERTISEMENT RATES

Double page spread	£1,750
Full page	£985
Half	£580
Quarter	£375
Eighth page/banner	£285
Product news	£110
Recruitments per sec Classifieds	£20 from only £10
Inserts and cover mounts	price on application

All advertising is subject to VAT

MECHANICAL DATA

	DEEP		WIDE
DPS			
Type area	270mm	x	400mm
Trim	297mm	x	420mm
Bleed	303mm	x	426mm
Full page			
Type area	270mm	x	190mm
Trim	297mm	x	210mm
Bleed	303mm	x	216mm
Half page			
Portrait	270mm	x	92mm
Landscape	132mm	x	190mm
Quarter page			
1/4 portrait	132mm	x	92mm
1/4 landscape	64mm	x	190mm
Eighth page			
1/8 portrait	64mm	x	92mm
1/8 landscape	32mm	x	190mm
Front page banner			
landscape	45mm	x	190mm
			WIDE
Classified			
Single column			35mm
2 columns			75mm
3 columns			115mm
4 columns			155mm
5 columns			195mm

5%
discount for
pre-payment



DISCOUNTS FOR SERIES BOOKINGS

12 issues	-15%
six issues	-10%
three issues	-5%

5% discount for pre-payment

Agency commission 10%

TECHNICAL SPECIFICATIONS

Digital documents

We are happy to receive high resolution CMYK pdf files, tif or embedded eps documents (graphics and fonts created as outlines or curves within one image).

Transfer media:

Broadband e-mail, CD or DVD (prepared for the Mac platform).

Free design service

If you would like us to set your advertisement for you please send the following: logo, wording and pictures.

CONTACT SALES

For further information, please call
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