

## Terms

**Agency Commission: 10%. Payment must reach Pentlands Publishing Ltd within 30 days of the date of invoice.** Orders placed by UK based companies are subject to VAT. VAT will be added to prices stated at the standard rate.

## Space Rates

Space	Size (height x width in mm)	Cost for a single insertion including full colour
Double Page Spread	297 x 420 (trimmed size)	£2850
Full Page	297 x 210 (trimmed size)	£1575
Half Page	124 x 178 or 254 x 86	£925
Third Page	80 x 178 or 254 x 51	£700
Quarter Page	124 x 86 or 61 x 178	£580
Eighth Page	61 x 86	£350

## Series Discounts

2 insertions.....	5% discount
3 insertions .....	10% discount
4 insertions .....	15% discount
5 insertions .....	20% discount
6 insertions .....	25% discount

## Special Positions

Page 3 – first right hand page – facing ‘Opinion’ .....	£1,785 ( including full colour)
Guaranteed solus position .....	+20%
Any other guaranteed position .....	+10%

## Cover Rates

Outside Front Cover.....	£2,625
Outside Back Cover .....	£1,950
Inside Front Cover .....	£1,950

## Advertising Features/Company Profiles

Four page feature including 1000 reprints .....	£2,835
Four page feature without reprints .....	£2,575
Two page feature including 1000 reprints .....	£1,995
Two page feature without reprints.....	£1,750

## Feed Compounder e-letter banner

One e-letter (cost per e-letter).....	£200
Two e-letters (cost per e-letter) .....	£150
Three e-letters (cost per e-letter) .....	£125
Four up to nine e-letters (cost per e-letter) .....	£100
Ten or more e-letters (cost per e-letter) .....	£75

***E-letter banners should be supplied as 468 x 60 pixels (width x height) GIF or JPG files. Please also supply a URL for the hyperlink.***

## Photographs

Size to 85mm £100    Size to 120mm £135    (Size refers to maximum dimension, height or width)

## Classified

In Buyers' Guide section in print and on-line - rates per annum under one heading are: £130 (standard entry); £175 (bold entry); £235 (bold entry with logo); £600 (small panel); £925 (large panel). Discounts are available for inclusion under more than one heading: 5% for 2; 10% for 3; 15% for 4; 20% for 5; 25% for more than 5. Full details and a booking form are available at [www.feedcompounder.com](http://www.feedcompounder.com)

## Mechanical Data

Trimmed size	Nominally A4: 297 x 210mm at covers, reducing to 297 x 208mm at centre spread
Process	Sheet-fed offset litho, saddle stitched
Bleed	Page 303 x 213mm (allows 3mm trim top, bottom and fore edge) Centre spread 303 x 422mm (allows 3mm trim at each edge) Front cover 228 x 213mm (allows 3mm trim at foot and right hand edge)

## Copy Requirements

**ADVERTISING MATERIAL IS REQUIRED ELECTRONICALLY WHEREVER POSSIBLE** and may be supplied by e-mail, file transfer software or on CD-ROM. Our preferred format is PDF (Adobe Portable Document Format).