

# PET FOOD

## Supplement

## ADVERTISEMENT RATES

### Terms

Agency Commission: 10%. Payment must reach Pentlands Publishing Ltd within 30 days nett 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 (20%). Cancellations – 60 days before publication.

### Space Rates

	Size	Space rates for single insertion	
		Black and White	Colour
Double Page Spread	297 x 420	£1,450	£2,700
Full Page	297 x 210	£850	£1,475
Half Page	124 x 178 or 254 x 86	£450	£855
Quarter Page	124 x 86 or 61 x 178	£275	£540
Eighth Page	61 x 86	£160	£330

### Special Positions

Page 3 – first right hand page ..... £1,700 ( including full colour)  
Guaranteed solus position ..... +20%  
Any other guaranteed position..... +10%

### Cover Rates

Outside Front Cover ..... £2,500  
Outside Back Cover ..... £1,850  
Inside Front Cover ..... £1,850  
Inside Back Cover ..... £1,650

Full colour is available on all covers at no additional cost

### Company Profiles

Four page, full colour advertising feature including up to a full page of display advertising. 1000 reprints included. £2,650

### Inserts

Loose inserts £995  
(Maximum weight 15g — £45 per gram extra over 15g)

### Colour Photographs

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

### 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 on CD-ROM or e-mail. Our preferred format is PDF (Adobe Portable Document Format).