

[2011]

The organic way

garden organic
the national charity
for organic growing

RATE CARD - *The Organic Way*

The Organic Way, with a readership of 40,000, is the membership magazine for Garden Organic, the UK's leading organic growing charity. Garden Organic has been getting the nation growing organically for over 50 years. Our readership includes a wide audience, amateur and professional, newcomer and experienced – with an interest in organic gardening, farming and food. 71% are in the age group 35-64; 77% are demographic ABC1.

For 2011, the cover of The Organic Way has been given a new, fresher look, which is also reflected in the content design. Our readers care about gardening, home food production, health, conservation and the environment. They are already engaged in sustainable living, and are interested in a broad spectrum of issues – from compostable packaging to energy efficiency, pruning to organic wine, green holidays to garden ponds.

Our readers trust and have confidence in The Organic Way – which makes it the perfect platform for advertisers who want to target consumers who will make the 'green' choice, when purchasing for garden, home, health and leisure.

RATE CARD (COST PER ADVERTISEMENT FOR ONE INSERTION)

DISPLAY	Price
DPS	£2,190
Full Page	£1,213
Half Page	£677
Quarter Page	£389
Eighth Page	£205
Sixteenth Page	£110

SPECIAL POSITIONS	Price
Inside Front Cover	£1,407
Inside Back Cover	£1,344
Outside Back Cover	£1,465

SOLUS STYLE	Price
Half Page Solus	£887
Quarter Page Solus	£772

INSERTS (COSTS PER THOUSAND)	Price
Up to 10 grams	£93
Up to 15 grams	£110
Up to 20 grams and over	Price on application

For all bespoke advertising or sponsorship opportunities, please contact Century One Publishing for more details.

Please note a minimum of 20,000 loose inserts applies to the above quotes. All prices are subject to VAT.

Please refer to our terms and conditions.



PUBLISHING DATES 2011

ISSUE	ADVERTISING DEADLINES	PUBLISHING DATE
Spring	05 January	25 February
Summer	22 April	10 June
Autumn	27 July	21 September

CONTACTS

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MECHANICAL DATA - *The Organic Way*

HEIGHT AND WIDTH (MM)

Full Page (no bleed required)

Type size **266 x 187**

Half Page landscape (no bleed required)

Type size **132 x 187**

Half Page vertical (no bleed required)

Type size **266 x 92**

Quarter Page portrait (no bleed required)

Type size **132 x 92**

Quarter Page landscape (no bleed required)

Type size **64 x 187**

Eighth Page landscape (no bleed required)

Type size **64 x 92**

Sixteenth - Marketplace landscape (no bleed required)

Type size **45 x 58**

Sixteenth - Webwatch (no bleed required)

Type size **32 x 88**

For all artwork with a white background and no bleed please add a keyline/frame around all edges of your advertisement.



SUPPLYING ARTWORK

High res, press ready artwork should be supplied in digital format to design@centuryonepublishing.ltd.uk.

PDF, JPG or TIFF files preferred, Quark Xpress files also accepted, ensuring all printer and screen fonts, and high resolution images are included. All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded. Please note that Word files are not accepted.

We regret we are unable to accept responsibility for the outcome of digitally supplied material unless accompanied by an exact colour proof. We are happy to accept standing colour proofs for generic artwork for which modest text only changes are required (subject to charges outlined in our standard advertiser's terms and conditions). We would ask that significant changes to basic artwork should be accompanied by a new colour proof.

Please send these to copy@centuryonepublishing.ltd.uk or supply on a CD to: Century One Publishing Ltd, Alban Row, 27-31 Verulam Road St Albans, Hertfordshire AL3 4DG

ARTWORK CREATION SERVICE

It is possible for our production department to produce your advertisement. If you have the need for this service please e-mail:

creative@centuryonepublishing.ltd.uk for further information and costs. Please ensure that only final and approved copy is sent as this cannot be changed at a later time, however the client will get two design proofing stages before the advertisement is signed off for publication.

DESIGN AND LAYOUT

DISPLAY	Price
DPS	£595
Full Page	£350
Half Page	£215
Quarter Page	£125
Eighth Page	£75
Amending existing artwork	£40 minimum
Each additional half hour	£40
Each additional full hour	£80

Small text changes and creating a press ready ad from existing artwork will be charged at a flat rate of £20. A proof will be sent before publication.

All prices quoted are subject to VAT and include a single round of amends if needed. Further amends will be charged at 20% of the full production charge for each additional round of amends.

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