

RURAL

RATE CARD 2023



RURAL is a magazine that focuses on Jersey's rural environment, its countryside, agriculture, culture and community.

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.

5,000+ printed copies are published quarterly and distributed throughout the Island at over 200 selected outlets, including Waitrose and Co-Op Grande Marches supermarkets, farm shops, fine food outlets, country pubs, cafes, restaurants, golf and social clubs, hotels and corporate reception areas. It is also distributed in the departure hall at Jersey Airport and at the Elizabeth Harbour terminal and by selected companies in their home delivery packs. Every publication is also published and promoted online via our website and social media channels.

Special themes for 2023: SPRING (*10th anniversary edition*) - Farming: what sort of farming in the future?; SUMMER - Sustainability and the natural environment; AUTUMN - Equestrian and canine; WINTER - Alcoholic and non-alcoholic drinks, made in Jersey.

ADVERTISING RATES

Double Page Advertorial +	Half Page	£550
Full Page Advert	Single Page Sponsorship	£495
Double Page Spread	Quarter Page	£395
Back Page	Banner	£395
Inside Front	Website Banner (per qtr)	£395
Inside Back	Half price with full page booking	
Full Page	Directory Box	£125

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
Directory Box	190w x 30h

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

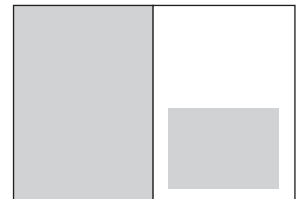
ADVERTISING SPECIFICATIONS

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.



Double Page Spread



Full Page Half Page



Quarter Page Banner

PUBLICATION DATE 2023 ADVERT BOOKING

Spring (<i>w/c 6 March</i>)	6 Feb
Summer (<i>w/c 5 June</i>)	5 May
Autumn (<i>w/c 4 Sept</i>)	4 Aug
Winter (<i>w/c 4 Dec</i>)	3 Nov

For all enquiries and bookings, please call Jon or Fiona on **01534 730001** or email jon@aistudio.je or fiona@aistudio.je



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