

OUR Best Friends

From the publishers of Rescue and Animal Care magazine

MEDIA PACK 2011



The UK's pet friendly and Animal Charity magazine

The editorial style of Our Best Friends reflects the readership – it is warm, welcoming and open. It includes real life case studies, and encourages readers contributions. Difficult but real subjects such as animal welfare and elderly pets are covered with empathy whilst upbeat subjects such as re-homing and 'happy ever afters' are inspiring and heartwarming. Any important subjects such as nutrition and health are well researched and covered professionally. We also seek out 'human interest' stories with an animal angle.

Articles and press releases act as a showcase for the admirable work of animal charities.

TARGET READERSHIP

For people who enjoy the company of animals and actively seek to enhance their enjoyment of pet ownership, and are supportive of charities engaged in animal welfare and protection.

FREQUENCY

Published quarterley Spring, Summer, Autumn and Winter.

PRINT RUN

10,000 each issue with a rotating circulation and an estimated readership of at least 25,000 every quarter. Our Best Friends is printed on glossy 100gsm and is distributed via courier and post to carefully sourced outlets throughout the UK. Subscriptions will also be encouraged.

CLUBS AND ASSOCIATIONS

- Caravan Parks (peak times)
- Post Offices
- Country Parks
- Libraries
- Solicitors
- NHS and Private hospitals and health related surgeries
- Residential Homes (where pets are allowed)
- Blue Cross PDSA shops

Plus any other waiting areas targeting our audience.



Contact

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ADVERTISING RATES & DATA

Banner space to sponsor Rescue Centre photo advertisements	12mm d x 190mm w	£100.00
Banner space to sponsor Rescue Centre photo advertisements Or on editorial feature	45mm d x 190mm w	£240.00
Front Cover main picture & page editorial colour (Type area) Page Bleed	277mm d x 190mm w 303mm d x 216mm w	£1580.00
Inside Front Cover (Type area) Page Bleed	277mm d x 190mm w 303mm d x 216mm w	£1210.00
Back Cover (Type area) Page Bleed	277mm d x 190mm w 303mm d x 216mm w	£1250.00
Colour Page (Type area) Page Bleed	277mm d x 190mm w 303mm d x 216mm w	£1090.00
Mono Page (Type area) Page Bleed	277mm d x 190mm w 303mm d x 216mm w	£970.00
Colour 1/2 Page	137mm d x 190mm w	£660.00
Mono 1/2 Page	137mm d x 190mm w	£580.00
Colour 1/4 Page	137mm d x 93mm w	£330.00
Mono 1/4 Page	137mm d x 93mm w	£305.00
Colour 1/8th Page	67mm d x 93mm w	£210.00
Mono 1/8th Page	67mm d x 93mm w	£180.00
Colour 1/16th Page	64mm d x 45mm w	£100.00
Mono 1/16th Page	64mm d x 45mm w	£70.00
CLASSIFIEDS		
Colour 1/8th Page	67mm d x 93mm w	£130.00
Mono 1/8th Page	67mm d x 93mm w	£95.00
Colour 1/16th Page	64mm d x 45mm w	£70.00
Mono 1/16th Page	64mm d x 45mm w	£55.00
Colour 1/32nd Page	32mm d x 45mm w	£50.00
Mono 1/32nd Page	32mm d x 45mm w	£40.00
Prices for website advertising and leaflet insertion on application		

Where a full page bleed advert is required, crop marks must be included and to include a 3mm bleed

COPY REQUIREMENTS

All files must be supplied at 300dpi resolution at the relevant size they will appear in the magazine.
Files to be supplied via email or on CD.

FORMATS ACCEPTED:

QuarkXPress 4&5&6&7: Collect for output including images, logos, screen and printer fonts

Photoshop 7/CS: 300dpi CMYK Jpeg, tiff, eps. No unused clipping/working paths

Freehand 10: CMYK (no rgbs, spots) Text to be converted to outlines.

Illustrator 10/CS: CMYK (no rgbs, spots) Text to be converted to outlines.

Acrobat PDF: Hi-res pdfs to be supplied CMYK. Please use press settings in distiller. NO TRUE TYPE FONTS, including system fonts.

WEBSITE ADVERTISING RATES

180 x 150
pixels

£45
+VAT

728 x 90 pixels Leaderboard

£75
+VAT

468 x 60 pixels Banner

£60
+VAT

160 x 600
Wide pixels
Skyscraper

£85
+VAT

300 x 250 pixels
Medium
Rectangle

£55
+VAT

88 x 31

£20
+VAT

120 x 60
Button 2

£30
+VAT

300 x 600 pixels
Half Page Advert

£95
+VAT

ADVERTISEMENT REQUIREMENTS – WEB

Alternatively if you are unable to supply your own website ad, we can make one for you for £25.00 plus vat-flat rate charge

Series booking discount applies

Page advertorials available

All ads may be submitted in gif, animated gif, jpeg or png formats.

All adverts saved as 72 dpi resolution

All advert dimensions to be made up as pixels width and depth

