

[2010]

# the organic way



## RATE CARD - *The Organic Way*

Garden Organic, the UK's leading organic growing charity, with over 40,000 members, has been getting the nation growing organically for over 50 years. In response to an upsurge of interest in home veg growing, *The Organic Way*, our quarterly magazine, has been revised and re-branded to suit a wider audience, young and old, amateur and experienced, all with an interest in organic gardening, farming and food.

Our readers care about food, health, conservation and the environment. They are already engaged in sustainable living, and are interested in a broad spectrum of issues ranging from compostable packaging to taking green holidays, pruning to organic wine, and everything in between. The trust and confidence that our readers place in *The Organic Way* ensures that the magazine is the perfect platform for advertisers looking to target consumers who will make the 'green choice' when purchasing for garden, health, home and leisure.

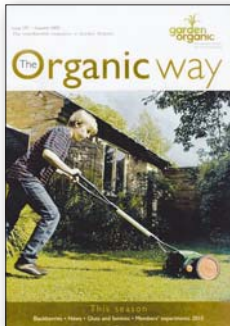
### RATE CARD (COST PER ADVERTISEMENT FOR ONE INSERTION)

<b>DISPLAY</b>	<b>Price</b>	<b>SOLUS STYLE</b>	<b>Price</b>
DPS	£2,085	Half Page Solus	£845
Full Page	£1,155	Quarter Page Solus	£735
Half Page	£645		
Quarter Page	£370	<b>INSERTS (COSTS PER THOUSAND)</b>	<b>Price</b>
Eighth Page	£195	Up to 10 grams	£89
Sixteenth Page	£105	Up to 15 grams	£105
		Up to 20 grams and over	Price on application
<b>Special positions</b>	<b>Price</b>		
Inside Front Cover	£1,340		
Inside Back Cover	£1,280		
Outside Back Cover	£1,395		
First Right Hand Page	£1,395		
Full Page First Half	£1,340		
Right Hand Page	£1,280		

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 2010

ISSUE	ADVERTISING DEADLINES	PUBLISHING DATE
<b>Spring</b>	12 February	18 March
<b>Summer</b>	14 May	17 June
<b>Autumn</b>	20 August	23 September
<b>Winter</b>	05 November	09 December

## CONTACTS

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## MECHANICAL DATA - *The Organic Way*

### HEIGHT AND WIDTH (MM)

Full Page (no bleed required)

Trim size **266 x 187**

Half Page landscape (no bleed required)

Trim size **132 x 187**

Half Page vertical (no bleed required)

Trim size **266 x 92**

Quarter Page portrait (no bleed required)

Trim size **132 x 92**

Quarter Page landscape (no bleed required)

Trim size **64 x 187**

Eighth Page landscape (no bleed required)

Trim size **64 x 92**

Sixteenth - Marketplace landscape (no bleed required)

Trim size **45 x 58**

Sixteenth - Webwatch (no bleed required)

Trim size **32 x 88**



## SUPPLYING ARTWORK

High res, press ready artwork should be supplied in digital format to [copy@centuryonepublishing.ltd.uk](mailto:copy@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](mailto:copy@centuryonepublishing.ltd.uk) or supply on a CD to: Century One Publishing Ltd, Arquen House, 4-6 Spicer Street, St Albans, Hertfordshire AL3 4PQ**

## 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](mailto: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.