



British
POTATO

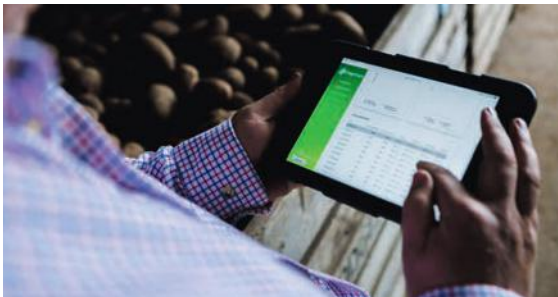
SERVING THE INDUSTRY FOR MORE THAN 30 YEARS

POTATO **REVIEW**



MEDIA INFORMATION 2024

PRODUCTS



CASE STUDIES



FEATURES



ABOUT US

Launched in 1991, **BRITISH POTATO Review** very quickly became established as one of Europe's top specialist agriculture journals. Now into our 33rd year, **BRITISH POTATO Review** continues to be regarded as the magazine for the potato industry.

We aim to produce a well-balanced, high quality publication that keeps our readers and clients well informed. **BRITISH POTATO Review** is circulated largely to registered growers and merchants throughout the UK, as well as other specialist and smaller growers, processors, agronomists, researchers, suppliers and supermarket buyers. Total distribution is approx. 5000 copies both in the UK and more than 50 countries worldwide. We also have a website, which is well used by the industry, covering international issues.



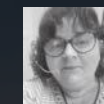
FEATURES

Regular features in **BRITISH POTATO Review** are designed to reflect seasonal concerns. Early in the year, for example, we look at developments in cultivation and planting techniques; in spring and early summer we aim to cover blight programmes, integrated pest control and irrigation. In late summer and autumn we offer updates on harvesting and handling machinery and the latest storage technology. We will also cover industry events.

Each issue has a guaranteed requested readership - a 100% named circulation: the perfect targeted distribution for your marketing message.

BRITISH POTATO Review welcomes information on new products and processes, including technical articles, trials results and case studies. Contributions must be objective and may not be used for promotional purposes without prior agreement. If you have an editorial or news item you wish to submit for consideration please email it to stephanie.cornwall@warnersgroup.co.uk

CONTACT



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www.britishpotato.co.uk

To advertise contact Theresa Geeson on **01778 392046**
or email theresag@warnersgroup.co.uk

PRINT ADVERTISING

ADVERTISING RATES (cost per insertion)

Size	x1	x3	x6
Double page spread	£4141	£3935	£3735
Outside back cover	£2405	£2285	£2170
Inside front/inside back cover	£2290	£2175	£2065
Full page	£2180	£2070	£1965
Half page	£1345	£1275	£1215
Third page	£870	£825	£785
Quarter page	£685	£650	£615
Eighth page	£360	£345	£325
Classified	£30 per single column cm		
Linage	£3.50 (per word, subject to a minimum charge £70)		
Loose inserts	£760 to insert 5,000 (leaflets up to A4/10g. POA for larger/heavier inserts)		
Front cover package	An image on the front cover, a discrete logo and short strapline plus a quarter page horizontal advert on page 5 for just £3350+VAT.		

Unless otherwise stated, prices are per month, subject to 10% agency discount and VAT at the current rate.

**CALL
THERESA
FOR BESPOKE
PACKAGES**

ARTWORK REQUIREMENTS

All adverts and documents are to be supplied in hi-res PDF format or as a PSD, TIFF or JPEG with a resolution of at least 300 dpi and CMYK with all fonts embedded.

Files should be prepared with trims centred, and registration and bleed marks included with a separate PDF for each page.

email: suew@warnersgroup.co.uk

ADVERTISING SCHEDULE 2024

Issue	Booking deadline	Artwork deadline	Insert deadline	Mailed
Jan/Feb	12 Dec 24	19 Dec 24	4 Jan 24	11 Jan 24
Mar/Apr	8 Feb 24	16 Feb 24	29 Feb 24	7 Mar 24
May/June	11 Apr 24	19 Apr 24	2 May 24	9 May 24
Jul/Aug	13 Jun 24	21 Jun 24	4 Jul 24	11 Jul 24
Sep/Oct	15 Aug 24	22 Aug 24	5 Sep 24	12 Sep 24
Nov/Dec	3 Oct 24	11 Oct 24	24 Oct 24	31 Oct 24

SPECIFICATIONS (mm)

Size	Dimensions (mm)
Double page spread	420w 297h (Trim) 426w x 303h (Bleed)
Full page	210w x 297h (Trim) 216w x 303h (Bleed)
Half page horizontal	190w 133h
Half page vertical	92w x 277h
Third page horizontal	190w x 86h
Third page vertical	60w 277h
Quarter page horizontal	190w x 61h
Quarter page vertical	92w x 133h
Eighth page	92w x 65h
Classified column	1: 42mm 2: 86mm 3: 131mm 4: 178mm



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DIGITAL ADVERTISING

WEBSITE

Size	Size - Pixels WxH	Device
Billboard (header)/ Leaderboard	970x250 / 728x90	Desktop
	468x60	Tablet
	320x50	Mobile
MPU	300x250	Desktop, Mobile & Tablet
Double MPU	300x600	Desktop
Billboard (footer)	970x250	Desktop

E-NEWSLETTER

Size	Size	Price per week
Banner	970x250px	£685 +VAT
MPU	300x250px	£360 +VAT
Solus		£2180 +VAT
Article URL		£50+VAT (agency discount n/a)

Mailed weekly to our **BRITISH POTATO Review** database.

INDUSTRY NEWS*

Print, web and e-newsletter
£250+VAT

*agency discount not applicable

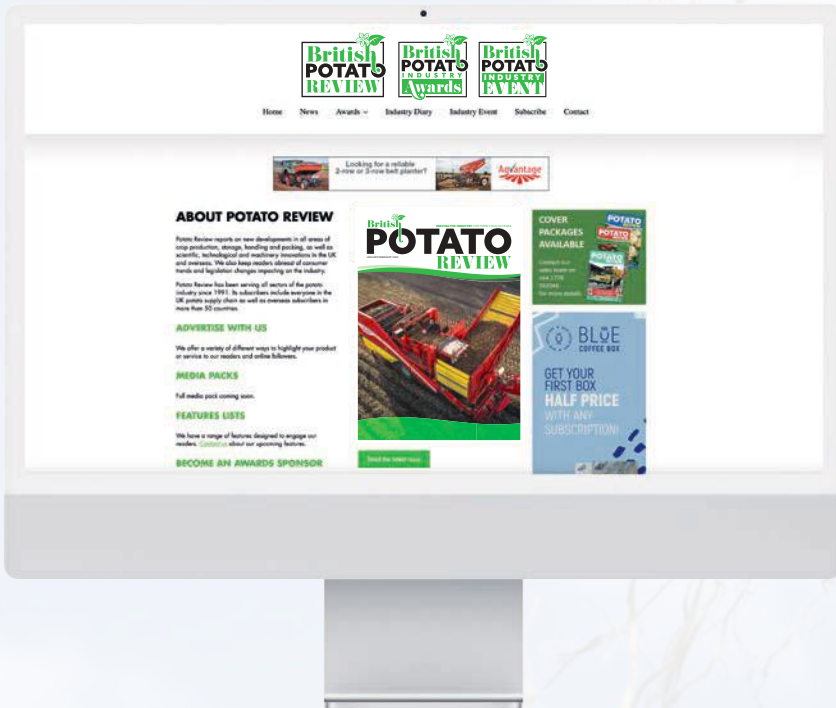
VACANCIES

Use our solus e-newsletter to advertise your vacancy, a click through MPU on our weekly e-newsletter and/or, an article on our website www.britishpotato.co.uk

Solus e-newsletter + website article
£2280+VAT

E-newsletter MPU + website article
£785+VAT

Website only £ 199+VAT



www.britishpotato.co.uk

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SPONSORSHIP



**BOOK
YOUR TABLE
£1250
+ VAT**

**BOOK
YOUR PLACE
£135
+ VAT**

OPTION 1

Logo(s) marketing placement

(Pre & post event)

- British Potato Review
- British Potato Review Website
- British Potato Review e-shots

Social Media

(Pre & post event)

- Facebook
- Twitter
- Linked In

Digital

- Button advert on British Potato Review Website
- Bespoke e-shot sent to British Potato Review Database

On the night

- Logo on screen during drinks reception
- Logo on screen during dinner
- Thank you for sponsoring within opening speech
- Full page advert in Menu/Brochure
- 2 Dinner Places
- Present an award
- Pull up banner in drinks reception
- Table gifts whilst drinks reception

Total cost £4000 + VAT

OPTION 2

Logo(s) marketing placement

(Pre & post event)

- British Potato Review
- British Potato Review Website
- British Potato Review e-shots

Social Media

(Pre & post event)

- Facebook
- Twitter
- Linked In

Digital

- Button advert on British Potato Review Website

On the night

- Logo on screen during drinks reception
- Logo on screen during dinner
- Thank you for sponsoring within opening speech

Total cost £2500 + VAT

OPTION 3

Supporter option

- Logo on screen during drinks reception
- Logo on screen during dinner
- Thank you for sponsoring within opening speech

Total cost £500 + VAT

For further information contact Theresa Geeson on 01778 392046 or email theresag@warnersgroup.co.uk