

## About Organic Farming

The UK's leading journal on organic food and farming. A window into the exciting and rapidly growing organic sector.

Each issue of **Organic Farming** includes:

- The latest technical features and research on all aspects of organic farming and growing
- Current news, policy issues and market information
- An outline of the Soil Association's representational work
- Case studies and contacts
- A comprehensive advertising section.

The **Soil Association** is the membership charity at the heart of the UK organic movement. Since 1946 they have been working to raise awareness about the positive health and environmental benefits of organic food and farming and supporting farmers in producing natural food consumers can trust.

Today the **Soil Association** is the UK's leading organic organisation, with over 180 staff based in Bristol headquarters, regional centres and working as certification inspectors across the country. **Organic Farming** is their business-to-business magazine which is sent out to a unique audience of over 5,000 Soil Association licensees and producer members. The magazine is read by not only the organic farming sector, but manufacturers and organic retailers, too. There is no other magazine quite like it on the market today.

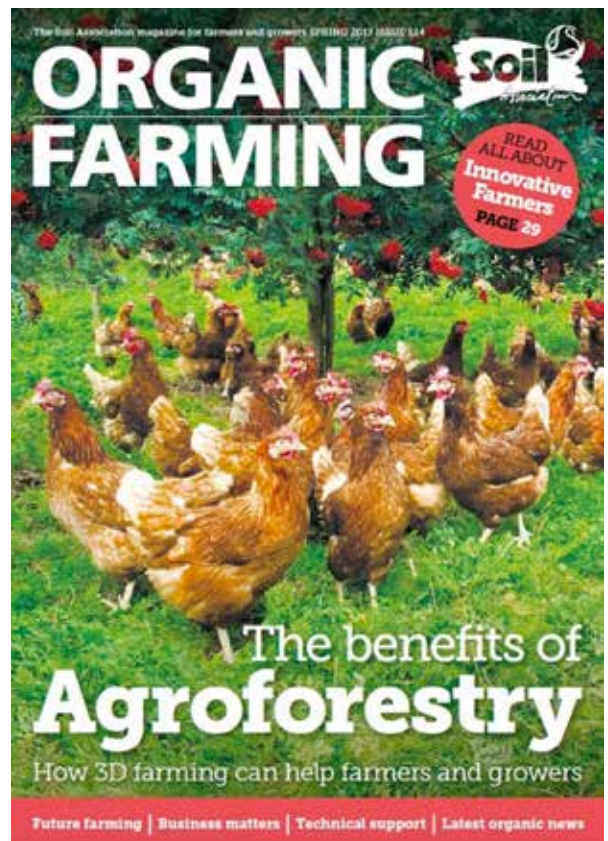
Each issue of **Organic Farming** contains technical information and advice, news, views and updates on organic farming techniques and solutions to farming problems.

### Mailing months:

Spring - late April, early May

Autumn - September

Winter - January



## Advertising Rates

Outside back cover - £1,540

Inside front cover - £1,400

Inside back cover - £1,400

Full page - £1,250

Half page - £740

Quarter page - £450

Eighth page - £280

Inserts - £90/thousand



Ad artwork should be supplied wherever possible as a high resolution PDF file (minimum 300 dpi). Using PPA's Pass4Press PDF creation settings is recommended. More information on Pass4Press can be found at [www.pass4press.com](http://www.pass4press.com). Your files can be emailed to Michael at [michael@emsm.org.uk](mailto:michael@emsm.org.uk)

## Artwork Delivery Display Sizes

**Full Page Magazine Format: Height: 297mm, width: 210mm**

Your full page ads can run to the cropping edge of the page, or with a white margin if you prefer. Ads that run to the cropping edge must be supplied with a bleed – extra overmatter that ensures full page coverage after printing and trimming. Bleeds should be 3mm on all sides of the artwork.

**Full Page – Margin Style: Height: 255mm, width: 185mm**

This page has a white margin on all sides. This should also be considered as the 'type safe' area guideline on bleed ads, to ensure text does not end up too close to the page edge.

**Full Page – Bleed Style: Height: 303mm, width: 216mm**

This page has a 3mm bleed on all four sides.

**Half Page Landscape (horizontal): Height: 125mm, width: 185mm**

**Half Page Portrait (vertical): Height: 255mm, width: 90mm**

**Quarter Page: Height: 125mm, width: 90mm**

**Eighth Page: Height: 60mm, width: 90mm**

Artwork services are available on request to alter or create advertising designs. Any artwork changes will be subject to an additional charge.

## Discounts

Available on request for charities, campaign groups, NGO's, publishers and educational establishments.

## Contact

Please give Michael a call, he'll be happy to discuss your requirements and work out a suitable package.

Michael York

EMSM - Ethical Media Sales & Marketing

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