

SERVING THE INDUSTRY FOR OVER 30 YEARS

POTATO

REVIEW

www.potatoreview.com

MEDIA INFORMATION 2022



PRODUCTS



CASE STUDIES



FEATURES

ABOUT US

Launched in 1991, **POTATO Review** very quickly became established as one of Europe's top specialist agriculture journals. Now into our 31st year, **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. **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.

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



**POTATO REVIEW IS DISTRIBUTED IN BIODEGRADABLE PACKAGING
MADE FROM POTATO STARCH BIOPLASTIC**

FEATURES

Regular features in **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.

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**POTATO Review offers a range of advertisement platforms:
the printed magazine, leaflet distribution, and digital, with off the
shelf or bespoke packages available.**

CONTACT US

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MEDIA PACK 2022

PRINT RATES

| RATES | X1 | X3 | X6 |
|--------------------------------|--|-------|-------|
| Outside back cover | £2405 | £2285 | £2170 |
| Inside front/inside back cover | £2290 | £2175 | £2065 |
| DPS | £4141 | £3935 | £3735 |
| 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 centimetre) | | |
| Lineage | £3.50 (per word, subject to a minimum charge £70) | | |
| Loose inserts | £760 to insert 6,000 (leaflets up to A4/10g. POA for larger/heavier inserts) | | |

All prices are per insert and subject to VAT at the current rate

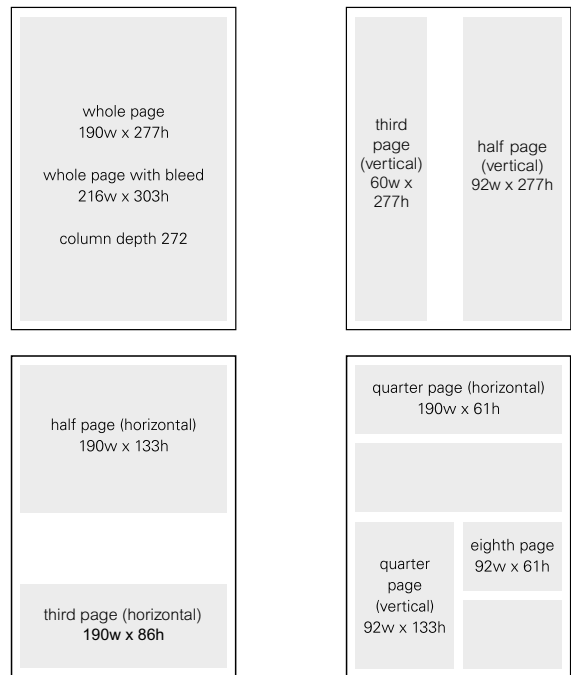
PDF FILES (PORTABLE DOCUMENT FORMAT)

Preferred distiller settings are available to view online at www.warners.co.uk/printing-services/pdf-specifications.aspx
Files must have all objects and fonts embedded.

All high-res images must be embedded as CMYK colours only. Images should be supplied to a minimum resolution of 300dpi. Full page ad files should have 3mm bleed on all edges. Files should be prepared with trims centred, and registration and bleed marks included. A separate PDF should be supplied for each page.

TIFFS, EPS, JPEG, PSDS

If the advert has bleed please include on the file.
All images must be CMYK – 300dpi.



Classified column width: 1: 42mm 2: 86mm 3: 131mm 4: 178mm

We cannot be held responsible for colour variations and picture quality, these are the responsibility of the sender. Supply a same size digital contract proof with each ad file eg. digital Cromalin, Sherpa, Kodak Approval or equivalent.

• **EMAIL (ADVERTS ONLY):** production@warnersgroup.co.uk

DIGITAL RATES

E-NEWSLETTER

| | |
|--------------------|-----------------------------------|
| Billboard/banner | 970 pixels wide x 250 pixels high |
| 1-2 months | £299 +VAT per edition |
| 3-6 months | £259 +VAT per edition |
| 7-12 months | £229 +VAT per edition |
| MPU/buttons | 300 pixels wide x 250 pixels high |
| 1-2 months | £249 +VAT per edition |
| 3-6 months | £209 +VAT per edition |
| 7-12 months | £179 +VAT per edition |
| Solus e-newsletter | £600+VAT |

INDUSTRY NEWS*

Print, web & e-news £250+VAT *agency discount not applicable

Unless otherwise stipulated, all prices are per month and subject to VAT at the current rate

SCHEDULE

| ISSUE | BOOKING DEADLINE | COPY DEADLINE | INSERT DEADLINE | MAILED |
|-------------|------------------|---------------|-----------------|-----------|
| Nov/Dec 21 | 7 Oct 21 | 15 Oct 21 | 27 Oct 21 | 3 Nov 21 |
| Jan/Feb 22 | 7 Dec 21 | 14 Dec 21 | 23 Dec 21 | 10 Jan 22 |
| Mar/Apr 22 | 17 Feb 22 | 25 Feb 22 | 10 Mar 22 | 17 Mar 22 |
| May/June 22 | 7 Apr 22 | 14 Apr 22 | 29 Apr 22 | 9 May 22 |
| Jul/Aug | 16 Jun 22 | 24 Jun 22 | 7 Jul 22 | 14 Jul 22 |
| Sep/Oct 22 | 18 Aug 22 | 26 Aug 22 | 8 Sep 22 | 15 Sep 22 |
| Nov/Dec 22 | 6 Oct 22 | 14 Oct 22 | 27 Oct 22 | 3 Nov 22 |

WEBSITE

Leaderboard

| | |
|-------------|---------------------|
| 1-2 months | £349 +VAT per month |
| 3-6 months | £329 +VAT per month |
| 7-12 months | £299 +VAT per month |

MPU

| | single | double |
|-------------|---------------------|---------------------|
| 1-2 months | £299 +VAT per month | £499 +VAT per month |
| 3-6 months | £269 +VAT per month | £459 +VAT per month |
| 7-12 months | £239 +VAT per month | £399 +VAT per month |



TECHNICAL SPECS

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

THE MUST ATTEND EVENT



National
POTATO
INDUSTRY
Awards

www.potatoreview.com/awards

Contact Hayley Comey 01778 392445
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