

SERVING THE INDUSTRY FOR 30 YEARS

POTATO

REVIEW

www.potatoreview.com

MEDIA INFORMATION 2021



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 30th 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. 6000 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.cornwallwarnersgroup.co.uk



POTATO REVIEW IS NOW 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.

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PRINT RATES

RATES	X1	X3	X6
Outside back cover	£2405	£2285	£2170
Inside Front & 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)		

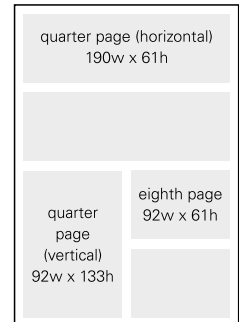
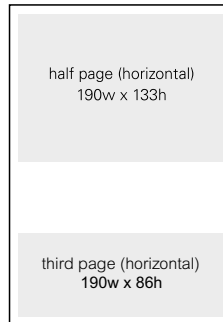
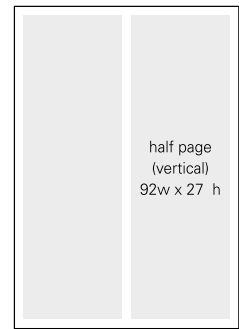
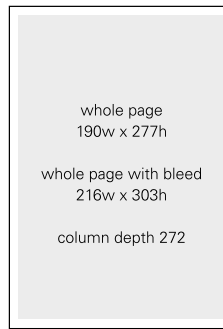
All prices are per insert and subject to VAT at the current rate

• 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.



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

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

Billboard Up to three rotating adverts

1-2 months	£299 +VAT per month
3-6 months	£269 +VAT per month
7-12 months	£239 +VAT per month

TRADE DIRECTORY*

Company name, address, phone/fax number are included FREE OF CHARGE.
UPGRADE: add your logo and click through links to website, email address and social media:

One heading	£120+VAT per year
Two+ headings	£144+VAT per year

INDUSTRY NEWS*

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

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

Prices are per month and subject to VAT at the current rate.



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

SCHEDULE

ISSUE	BOOKING DEADLINE	COPY DEADLINE	INSERT DEADLINE	MAILED
Jan/Feb	7 Dec 2020	14 Dec 2020	24 Dec 2020	8 Jan
Mar/Apr	18 Feb	26 Feb	10 Mar	17 Mar
May/June	19 Apr	26 Apr	7 May	14 May
Jul/Aug	17 Jun	25 Jun	7 Jul	14 Jul
Sept/Oct	19 Aug	27 Aug	8 Sept	15 Sept
Nov/Dec	7 Oct	15 Oct	27 Oct	3 Nov