

Eurofruit Advertising Rates 2010

PREMIUM POSITIONS

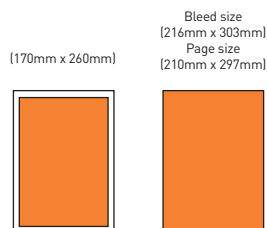
Back cover	€4,000
Inside front cover	€3,800
News page (left)	€3,300
News page (right)	€3,500
Inside back cover	€3,050



NB: Advertisements must meet specified dimensions
For special colours please add €415 per colour to the B&W rate

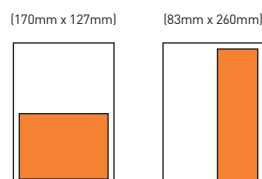
Full page

4 colour	€2,600
3 colour	€2,400
2 colour	€2,270
1 colour	€1,960
B&W	€1,640



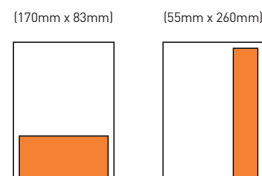
Half page

4 colour	€1,960
3 colour	€1,785
2 colour	€1,620
1 colour	€1,280
B&W	€965



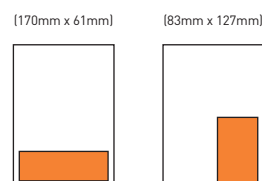
Third page

4 colour	€1,700
3 colour	€1,570
2 colour	€1,380
1 colour	€1,050
B&W	€735



Quarter page

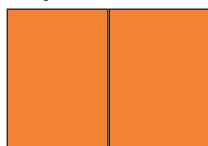
4 colour	€1,550
3 colour	€1,440
2 colour	€1,225
1 colour	€900
B&W	€570



Double page spread

4 colour	€4,770
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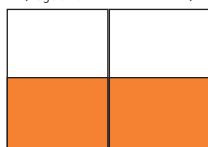
(Bleed size- 426mm x 303mm)
(Page size- 420mm x 297mm)



Half page spread

4 colour	€3,050
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(Bleed size- 426mm x 150mm)
(Page size- 420mm x 144mm)



SUPPLYING ARTWORK:

SUPPLYING ARTWORK FOR THE MAGAZINE AND ONLINE: InDesign CS3 / PDF / Illustrator CS3

All fonts must not be outlined and supplied. All images must be supplied/embedded

WE CAN ALSO ACCEPT ARTWORK SUPPLIED AS*:

*PLEASE NOTE THAT ARTWORK SUPPLIED IN THE FOLLOWING FORMATS WILL NOT BE INTERACTIVE ONLINE

Photoshop CS3: Saved as jpg, tiff or eps (Minimum 300dpi)

Freehand MX / Illustrator CS3

With fonts outlined. All images must be supplied/embedded

WE ARE UNABLE TO ACCEPT ARTWORK SUPPLIED IN:

Powerpoint / Word / Excel / Coral Draw

SENDING ARTWORK:

CD / DVD

Please send to:

Advertising Department, Eurofruit Magazine, Market Intelligence Ltd.,
1 Nine Elms Lane, GB-London SW8 5NQ

FTP (Please contact us for our FTP details)

e-mail: design@fruitnet.com (No files larger than 20MB)

Colour proof:

A high-res digital colour proof or cromalin is required to accompany all digital files

Design and Production Charge:

10% of list price

Extras:

Bleed Advertisements 15% extra

Series Discounts:

3+ Advertisements	10%
6+ Advertisements	15%
7+ Advertisements	20%
10+ Advertisements	25%
15+ Advertisements	30%
20+ Advertisements	35%

UK Agency Commission 10%

Other Agency Commission 15%

(VAT 17.5% for UK-based companies and agencies only)

Magazine Size - Trim Size: 297mm deep x 210mm wide

Magazine Size - Bleed Size: 303mm deep x 216mm wide

Type Area: 260mm deep x 170mm wide

Publication Date: Week before cover date

Copy Deadline: Two weeks before cover date

Terms of Payment:

30 days from date of invoice.

EU companies must provide VAT identification number to avoid local VAT charges

Cancellation & unacceptable artwork:

Cancellation less than 14 days before publication date or supply of unacceptable artwork results in fee of 25% of space price plus any other costs