

# RURAL



RURAL is a magazine that focuses on Jersey’s rural environment, its countryside, agriculture, culture and community. In short, we are Jersey’s own ‘Country Life’ magazine.

The Jersey countryside is a unique place. Parts of Jersey’s coast and countryside are considered to be of national and international importance for landscape and environmental quality and our traditional rural industries are part of the Island’s DNA. As we enter a new decade, local environmental issues continue to grow in the minds of the public, businesses and politicians.

Rural magazine is targeted at people who value the quality of life in Jersey and are passionate about the Island’s environment, countryside, community, culture and heritage.

Our high standard of editorial is written by local contributors who live and work in Jersey and are committed to providing factual and un-sensationalised reporting and explanations of current news topics of special concern to islanders.

The magazine is published quarterly and distributed throughout the Island at over 200 selected outlets, including Waitrose supermarkets, farm shops, fine food outlets, country pubs, garden centres, cafes, restaurants, golf and social clubs, hotels and corporate reception areas. 8,000 copies of each edition are printed for free distribution.

## ADVERTISING RATES

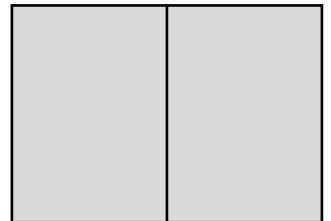
Double Page Spread	£1,500	Full Page	£800
Back Page	£1,000	Half Page	£450
Inside Front	£950	Quarter Page	£300
Inside Back	£950	Banner	£300

Rates subject to GST where applicable.

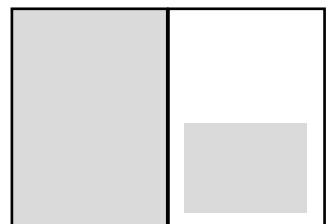
## ADVERTISING SIZES

Double Page Spread	420w x 297h*
Full Page	210w x 297h*
Half Page	190w x 133h
Quarter Page	90w x 133h
Banner	190w x 60h

\*Add an extra 3mm bleed on all sides of supplied artwork.

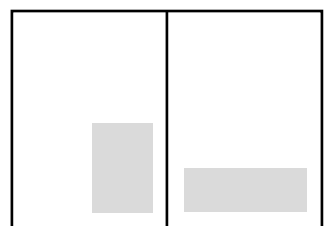


Double Page Spread



Full Page

Half Page



Quarter Page

Banner

## ADVERTISING SPECIFICATIONS

Please supply all artwork in PDF format only, with any fonts embedded or outlined and a minimum image resolution of 300dpi at 100% final print size. All artwork and images must be converted to CMYK before supplying. Failure to set up your artwork to these specifications may lead to unexpected results during the printing process.

For legibility, we recommend that any text for the Full Page or Double Page Spread advertisements is placed at least 10mm from the top, bottom and outside edges of the artwork and at least 20mm from the edge nearest the spine.

PUBLICATION DATE	ARTWORK DEADLINE
Spring (w/c 23 March)	2 March
Summer (w/c 8 June)	11 May
Autumn (w/c 28 Sept)	7 Sept
Winter (w/c 30 Nov)	2 Nov

For all enquiries and bookings, please call **01534 730001** or email **melinda@aistudio.je**