

POTATO REVIEW

MEDIA INFORMATION 2018



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 27th year and **POTATO Review** continues to be regarded as the magazine for the potato industry.

We aim to produce a well-balanced, high quality journal 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, through to

supermarket buyers. Total distribution is approx. 6000 copies both in the UK and over 50 countries worldwide. We also have a website, which is well used by the industry.

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 David Mossman: edit@potatoreview.com



2018 FEATURES (subject to change)

January

(Published 9 January)

Marketing prospects and prices
Cultivations and planting
Seed health
LAMMA show preview

March

(Published 13 March)

Early potatoes
Herbicide treatments
Grading technology
Irrigation planning

May

(Published 8 May)

Blight fungicides
Spray programmes
Disease resistance ratings
Irrigation: remote monitoring & control

July

(Published 10 July)

Seed classification
Diseases and disorders
Aphids and viruses
Trailers and Field loaders

September

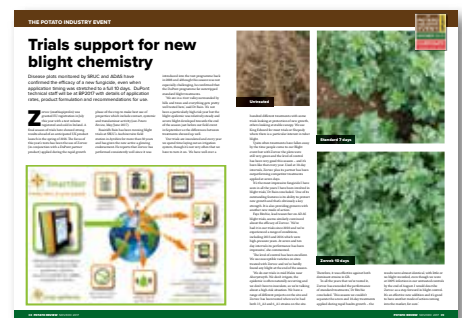
(Published 11 September)

Harvesting equipment
Storage diseases
Fungicide treatments
Improving airflow in store

November

(Published 13 November)

New varieties
Harvesting and handling equipment
Trailers
Harvest and market round-up
PCN and nematicide treatments
Fertilisers and trace elements



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

CONTACT US

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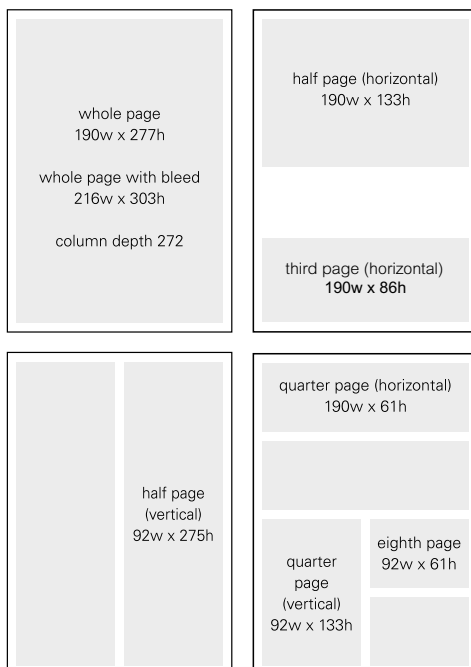
2018 POTATO REVIEW SCHEDULE

ISSUE	BOOKING DEADLINE	COPY DEADLINE	INSERT DEADLINE	MAILED
Jan/Feb	4 Dec 2017	11 Dec 2017	2 Jan	9 Jan
Mar/Apr	9 Feb	16 Feb	6 Mar	13 Mar
May/Jun	5 Apr	12 Apr	30 Apr	8 May
Jul/Aug	8 Jun	15 Jun	3 Jul	10 Jul
Sept/Oct	9 Aug	16 Aug	4 Sept	11 Sept
Nov/Dec	11 Oct	18 Oct	6 Nov	13 Nov

2018 RATE CARD

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)		
Website banner	£200/month		

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



MECHANICAL DETAILS

• 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 can not 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