

SERVING THE INDUSTRY FOR NEARLY 30 YEARS

POTATO

www.potatoreview.com

REVIEW

MEDIA INFORMATION 2020



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 29th 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 stephanie.cornwall@warnersgroup.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 website, with off the shelf or bespoke packages available.



CONTACT US

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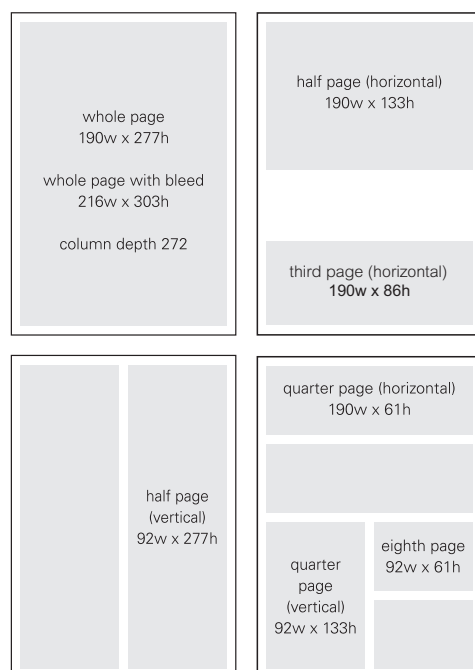
2020 POTATO REVIEW SCHEDULE

ISSUE	BOOKING DEADLINE	COPY DEADLINE	INSERT DEADLINE	MAILED
Jan/Feb	12 Dec 2019	20 Dec 2019	27 Dec	10 Jan
Mar/Apr	20 Feb	27 Feb	5 Mar	17 Mar
May/Jun	8 Apr	17 Apr	24 Apr	8 May
Jul/Aug	18 Jun	25 Jun	2 Jul	14 Jul
Sept/Oct	20 Aug	27 Aug	3 Sept	15 Sept
Nov/Dec	8 Oct	15 Oct	22 Oct	3 Nov

RATE CARD

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.



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