

# THE LONGHORN

## BOOKING FORM 2022

Published for members and anyone interested in Longhorns both in print and online, advertising opportunities are now available for the October issue of The Longhorn Magazine. The April edition was very well received with positive feedback from advertisers and members. One reader commented 'What a fantastically produced and top quality magazine, every single page made me smile with the fabulous photos'.

Herd and animal adverts are welcome, as are adverts from members who have diversified their businesses and run other enterprises such as glamping, or sell their beef via farm shops and beef boxes. What a great way to showcase your Longhorns!

The magazine is an A4 format, and every assistance can be given with advert design and production.

### ADVERTISING RATES 2022:

COPY DATE 16th September 2022 for the October edition. April deadlines TBC

#### Price per advert.

		<input checked="" type="checkbox"/>
<b>Inside front or inside back cover</b>	£250.00 + VAT	<input type="checkbox"/>
<b>Double page spread</b>	£350.00 + VAT	<input type="checkbox"/>
<b>Full page</b>	£180.00 + VAT	<input type="checkbox"/>
<b>Half page</b>	£100.00 + VAT	<input type="checkbox"/>
<b>Quarter page</b>	£50.00 + VAT	<input type="checkbox"/>
<b>Classified</b>	£10.00 + VAT	<input type="checkbox"/>

**If anyone agrees to taking an advert for the year (two issues) then a 25% discount will be offered. Please discuss this with the Society secretary.**

		<input checked="" type="checkbox"/>
<b>Inside front or inside back cover</b>	£187.50 + VAT	<input type="checkbox"/>
<b>Double page spread</b>	£262.50 + VAT	<input type="checkbox"/>
<b>Full page</b>	£135.00 + VAT	<input type="checkbox"/>
<b>Half page</b>	£75.00 + VAT	<input type="checkbox"/>
<b>Quarter page</b>	£37.50 + VAT	<input type="checkbox"/>
<b>Classified</b>	£7.50 + VAT	<input type="checkbox"/>

\*please note these positions are available on a first come-first served basis so will need to be booked ASAP with the Society office.

ADVERT DIMENSIONS	SIZE (WIDTH X HEIGHT)
<b>Double page spread</b>	297mm x 420mm
<b>Full page</b>	210mm x 297mm
<b>Half page</b>	210mm x 148.5mm
<b>Quarter page</b>	105mm x 148.5mm
<b>Classified</b>	(Max of 50 words)

\*we recommend a 6mm bleed on all adverts.

Adverts should be submitted as high resolution PDF files with the correct bleed on the files and in line with the correct dimensions as stated above.

If you wish our magazine designers, Country Girl Media, to design your advert, please tick this box when placing your advert booking. Please note an additional artwork charge will then be billed after artwork completion by Country Girl Media.



<b>NAME:</b>	
<b>HERD PREFIX:</b>	
<b>ADDRESS:</b>	
<b>POST CODE:</b>	
<b>TELEPHONE NUMBER:</b>	
<b>EMAIL:</b>	

PLEASE RETURN THIS BOOKING FORM BY 31ST AUGUST 2022:

**Address:** Debbie Dann, Breed Secretary, The Longhorn Cattle Society, East Lodge, Stoneleigh Park, Stoneleigh, Warwickshire, CV8 2LH

**Tel:** 0345 017 1027

**Email:** [secretary@longhorncattlesociety.com](mailto:secretary@longhorncattlesociety.com)