

# FORGE

Rate Card 2019



**Forge Magazine is the official publication of the British Farriers and Blacksmiths Association (BFBA).**

**It is an essential communication tool between farriers, the industry regulatory bodies and educational providers, and companies providing goods and services to farriers and blacksmiths. Forge magazine is circulated to all UK registered farriers and apprentices.**

## FORGE -

- delivers the latest industry news and developments
- provides a round-up of farriery activities including competitions and events across the UK
- includes Farriers Registration Council CPD accredited educational content in a BFBA members and subscribers supplement known as Forge Knowledge
- offers marketing opportunities for companies seeking to build and maintain their relationships with the farriery and blacksmithing industry
- is an effective means of communication with your target audience
- offers our advertisers competitive rates and the option to be included in the dedicated 'Featured Products' page
- has a print circulation in excess of 3,500 copies
- is published online, further increasing our readership and your exposure, at [www.bfba.co.uk](http://www.bfba.co.uk)
- includes the opportunity to book a series of adverts and to capitalize on huge savings whilst securing your preferred position(s) in the issues ahead



## 2019 Publication Dates

Issue	Copy Deadline	Publication Date
January 2019	1st December 2018	Second week of the month of Issue.
March 2019	1st February 2019	
May 2019	1st April 2019	
July 2019	1st June 2019	
September 2019	1st August 2019	
November 2019	1st October 2019	

*See next page for Advertisement Rates etc*

## Contact

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British Farriers and  
Blacksmiths Association



[www.bfba.co.uk](http://www.bfba.co.uk)

# Advertisement Rates

<b>Advert Size</b> <i>For dimensions see pages 3 &amp; 4</i>	<b>1 issue</b>	<b>2 issues (each)</b>	<b>3 issues (each)</b>
Cover: Outside Back, Inside Front, Inside Back	£950	£900	£850
Double Page Spread	£1550	£1475	£1400
Full Page	£850	£800	£750
Half Page Vertical	£670	£635	£600
Half Page Horizontal	£670	£635	£600
Quarter Page	£450	£425	£400
Classified Box* <i>FOC to BFBA Members</i>	£75	£75	£75

\* Loose or bound inserts by arrangement, please contact for more details.

## NEW Featured Products

This new addition to Forge is provided to offer advertisers the opportunity to highlight a new product or offer and for readers to gain an informative insight into the features, application and 'best' use of a product.

**These charges do not apply if you have an advertisement booked elsewhere in the magazine.**

<b>Advert Size</b>	
A maximum of 200 words with an image and full contact details	£300

- All advertising space is offered on a first come first served basis.
- Confirmation of booking will only be accepted in writing, by email.
- Prices quoted are for press ready material. Reproduction work, setting or amendments may be charged in addition to the rates quoted.
- Bleed pages are offered at no additional charge. 5mm extra will be required all round with crop marks.
- Ideally PDF files prepared to a X1-a standard, CYMK 300dpi. We are also able to accept Quark or Indesign files which must contain the links to pictures and fonts etc. Publisher files are also acceptable.
- Any copy received after the deadline cannot be guaranteed to be included.

### Terms and Conditions:

**Cancellations:** The deadline for cancelling advertising is the copy deadline and this is required in writing.

**Payment:** The due date is strictly 30 days from date of invoice. Invoices will be generated during the week of the publication date. The BFBA reserves the right to surcharge at the rate of 2% per month on invoices unpaid after the due date.

**Artwork/Photographs and Photographers Copyright:** Good reproduction is dependent on the original material supplied. Any photographs supplied submitted for publication must have written permission from the photographer. The BFBA accepts no responsibility for copyright penalties.

**Series Discounts:** Any discounts are void if our terms of payment are not adhered to. A series order cancelled before completion will be charged retrospectively at the full rate. If new copy is not received by the copy deadline, previously supplied copy will be used.

**Copyright:** Unless prior permission is obtained the reproduction of any material is not allowed. Every effort is made to ensure the accuracy and reliability of the material published; the BFBA cannot accept any responsibility for the claims or opinions as expressed by contributors, manufacturers or advertisers.

## Advert sizes

### Full Page - No Bleed

*180mm wide  
267mm deep*

### Double Page Spread - No Bleed

*390mm wide  
267mm deep*

### Full Page - With Bleed

*216mm wide  
303mm deep  
(Trim size 210w x 297d)*

### Double Page Spread - With Bleed

*426mm wide  
303mm deep  
(Trim size 420w x 297d)*

### Half Page Horizontal

*180mm wide  
131mm deep*

**Half Page Vertical**

*87.5mm wide  
267mm deep*

**Quarter Page**

*87.5mm wide  
131mm deep*

**Quarter Page**

*87.5mm wide  
131mm deep*