



# FloraCulture International

## Advertising rates 2018–2019

	6 X	3 X	SINGLE RATE
Two page spread	€ 5.000,00	€ 5.500,00	€ 6.000,00
Full page	€ 3.000,00	€ 3.250,00	€ 3.500,00
1/2 page	€ 2.000,00	€ 2.250,00	€ 2.500,00
Website banner (large) 318x318 pixels			€ 750,00
Website banner (large) 318x318 pixels + newsletter banner			€ 850,00
Website banner (small) 318x90 pixels			€ 350,00
Website banner (small) 318x90 pixels + newsletter banner			€ 450,00
Newsletter banner 600x120 pixels			€ 350,00

## World wide advertising office

### FloraCulture International

#### AIPH

Horticulture House,  
Chilton, Didcot,  
Oxfordshire OX11 0RN  
United Kingdom

Angie Duffree  
angie@floracultureinternational.com

## Circulation

### FloraCulture International circulation:

Published 6 x per year

Print issues: 5,350

Digital magazine: 7,500 direct +100,000 indirect  
In 142 countries.

The monthly FCI Newsletter has a circulation  
of 7,500 subscribers worldwide

### PUBLISHED BY AIPH

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## Print tech specs

Column widths and delivery instructions for advertising in FloraCulture International:

**Publication trim size:** 210 x 297mm

**Printing:** Cover, half-web offset; body, web offset.

**Binding:** Saddle stitched.

**Screen:** 60 lines per centimeter (150 lines).

**Bleed:** Every advertisement must have an overlap of 3 mm on all four sides. There is no extra charge for a bleed page.

**Live area:** All text and essential material (photographs, illustrations) for bleed ads must be placed at least 10 mm (excluding the 3 mm overlap) inside the four outer edges of the advertisement.

## Digital tech specs

**Sending material by e-mail:** Certified CMYK PDF. Digital files must be created in one of the following programmes: QuarkXPress (mac or pc), Adobe Illustrator (mac or pc), Adobe InDesign, Adobe Acrobat or Adobe Photoshop. Colour: CMYK. The PDF should be accompanied with a colour laser proof (photograph quality). If this is not provided FCI cannot be held accountable for the outcome of the colour printed.

**Images/Artwork:** Scans placed into own layout must be saved at 100% and 300 dpi at final size output. These scans must be saved as EPS or TIFF format in CMYK mode. All logos should be saved as EPS or Ai.

**Media labelling requirements:** Publication name, issue date, Advertiser, advertisement title, file name.

## Subscriptions services

FBW Woerden  
Mr Kees Slagter  
Ijsseloord 204  
3448 VM Woerden  
info@fbw-woerden.nl



# FloraCulture International

## Advertising packages

### OPTION A

	UNIT PRICE	TOTAL
6 x two-page spread ads	€ 5.000,00	€ 30.000,00
2 x two-page editorials	€ -	€ -
12 x Website banners (small)	€ 300,00	€ 3.600,00
<b>Total</b>		<b>€ 33.900,00</b>

### OPTION B

	UNIT PRICE	TOTAL
1 x Two-page spread ad	€ 6.000,00	€ 6.000,00
5 x Full page ads	€ 3.250,00	€ 16.250,00
1 x Two-page editorial	€ -	€ -
12 x Website banners (small)	€ 300,00	€ 3.600,00
<b>TOTAL</b>		<b>€ 25.850,00</b>

### OPTION C

	UNIT PRICE	TOTAL
6 x Full page ads	€ 3.000,00	€ 18.000,00
1 x Full page editorial	€ -	€ -
12 x Website banners (small)	€ 300,00	€ 3.600,00
<b>TOTAL</b>		<b>€ 21.600,00</b>

### OPTION D

	UNIT PRICE	TOTAL
6 x 1/2 page ads	€ 2.000,00	€ 1.200,00
1 x Full page editorial	€ -	€ -
12 x Website banners (small)	€ 300,00	€ 3.600,00
<b>TOTAL</b>		<b>€ 4.800,00</b>

### OPTION E

	UNIT PRICE	TOTAL
12 x Website banners (large)	€ 600,00	€ 7.200,00
12 x Newsletter banners	€ 300,00	€ 3.600,00
<b>TOTAL</b>		<b>€ 10.800,00</b>

### OPTION F

	UNIT PRICE	TOTAL
12 x Website banners (small)	€ 300,00	€ 3.600,00
12 x Newsletter banners	€ 300,00	€ 3.600,00
<b>TOTAL</b>		<b>€ 7.200,00</b>

### OPTION G

	UNIT PRICE	TOTAL
12 x Website banners (large)	€ 600,00	€ 7.200,00
<b>TOTAL</b>		<b>€ 7.200,00</b>

### OPTION H

	UNIT PRICE	TOTAL
12 x Website banners (small)	€ 300,00	€ 3.600,00
<b>TOTAL</b>		<b>€ 3.600,00</b>

## Cancellations

Cancellation of space for a specific issue cannot be accepted after the listed closing date. Cancellations should be mailed to the publisher before the advertising closing date. Cancellations received after the closing date will be charged the full payment. If an advertiser cancels any portion of a contract, such cancellation automatically nullifies any rate protection, free ads and/or early contracting discounts.

## Liabilities

The advertiser must obtain the appropriate permission to reproduce any photography, artwork, logos, designs, trade names and/or trade service marks, which are supplied or used by the company in any advertisement to be published in FloraCulture International. The publisher will not be responsible or held liable for images or other printed matter that is obtained illegally.

## Terms

- Invoice payments are due 14 days after the billing date. Overdue invoices are subject to 2% service charge per month.
- Any payments by the publisher, such as customs or import charges on advertising materials received, will be billed at cost.
- The publisher reserves the right to resize an advertisement, which is not a producible size or that does not meet the specifications. The current production charges are applicable. A production charge rate sheet is available upon request.
- The publisher will run previously printed advertisements if new ad material is not received by the material due date.
- The publisher reserves the right to reject any advertisement that is not in keeping with the publication's standards.
- The publisher assumes no liability for errors in key numbers or for instructions not specified in writing.
- Unless a written request is received to the contrary, all furnished material can be disposed of after one year.