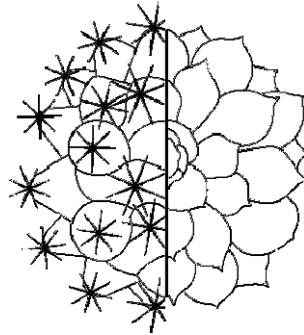


# British Cactus & Succulent Journal

## Advertising rates for 2022



Advertising Officer: Gregory Bulmer, Flat 3, Hudson Building, 29-37 Great Ancoats Street, Manchester, M4 5AE, UK **Telephone:** 07399 591482 **Email:** gregory.bulmer@outlook.com

Our Journal is highly regarded, with a circulation of around 3,000. Be a part of our success, and advertise to thousands of cactus and succulent enthusiasts.

To advertise, email us a copy of your advertisement, in one of the following formats:-

- PC QuarkXpress file
  - EPS file
  - PDF file
  - Microsoft Word file
  - Simple email text
- Please ensure that you also send image files of any graphics used in your advertisement. You can also send simple text by letter, or send a flexible computer disk or CD (preferred to email for large or complex adverts with graphics). You should also send your payment at the same time. Orders are only accepted once payment has been received. If your advertisement is not available in one of the above formats, please check via email or telephone whether it is in a format which can be used. Please indicate in which issue(s) of the Journal you want the advertisement to appear.

**A series of 4 identical advertisements gives you a 25% reduction, ie 4 for the price of 3.**

### Copy date/payment deadlines

March edition: 10 January  
 June edition: 10 April  
 September edition: 10 July  
 December edition: 10 October

### Points for Advertisers

- In all cases, please send payment with order.
- Pay direct to the BCSS bank account (details on Journal inside front cover, and include the reference 'ADV' plus your name with your payment).
- Cheques should be made payable to "BCSS".
- For all orders within the European Union, please add VAT at the current rate. The table below is valid whilst the relevant UK VAT rate is **20%**.
- A VAT receipt will be sent to you by email to confirm your order.
- The minimum acceptable type size is 6 points, and a minimum of 7 points is preferred.
- Please include in your advertisement your email and website contact details and address where possible.
- For black and white + one colour advertisements, some colour restrictions apply. We shall advise, on receipt of your proposed advertisement and colour.

Advertisement sizes		Full colour advertising rates			
Width x Height mm	1 insertion		4 insertions		
	exc VAT	inc VAT	exc VAT	inc VAT	
Full page	164 x 230	£210	£252.00	£630	£756.00
Half	160 x 106	£121	£145.20	£363	£435.60
Quarter	77 x 106	£73	£87.60	£219	£262.80
Sixth	77 x 69	£61	£73.20	£183	£219.60
Eighth	77 x 50	£48	£57.60	£144	£172.80
Sixteenth	77 x 22	£32	£38.40	£96	£115.20