

goodcheese



The only magazine that reaches every cheese buyer, every food hall, deli and farm shop and will be also distributed to thousands of consumers.

DON'T MISS OUT!

Good Cheese is the magazine for everyone with a passion for cheese. Published each year, it is read by all serious cheese retailers, farm shops and food hall buyers and subsequently is also on sale to the public through specialist cheese shops.

Articles are informed and entertaining, offering the trade and cheese-loving consumers an insight to the best artisan and mainstream cheeses to feature in-store and on cheeseboards at home.

Regular features cover ancillary 'cheesie things' like knives, boards, biscuits and chutneys.

To make sure your name appears prominently in the 2014 issue of **Good Cheese** magazine please call us today on **01747 825200**, or email: **advertise@finefoodworld.co.uk**



This year Good Cheese will be distributed at the World Cheese Awards, as well as being available at the largest UK trade event, Speciality & Fine Food Fair, London.

For more information on how to take part in the World Cheese Awards 2014 visit www.finefoodworld.co.uk/wca



t: +44 (0)1747 825200
e: advertise@finefoodworld.co.uk
w: www.finefoodworld.co.uk

goodcheese

Rate Card 2014

All prices exclude VAT

All adverts are full colour

Advert Size	Non-Members	GFF Members
Outside Back Cover	£ 2095.00	£1935.00
Inside Front Cover	£ 1880.00	£1725.00
Inside Back Cover	£ 1880.00	£1725.00
Full Page	£ 1620.00	£1500.00
Half Page	£ 815.00	£ 760.00
Quarter Page	£ 470.00	£ 430.00

For full details on advertising in GOOD CHEESE call 01747 825200 or contact: advertise@finefoodworld.co.uk

Inserts (mailing copies only)

Based on an insert measuring no more than 230 mm x 315 mm (the size of FFD) and upto 25 mm thick (anything outside this spec can be costed on request)

Min charge on full circ up to 10 gms £580.00

For every additional 10 gms £130.00

E.g. An insert weighing 120 gms and not exceeding size spec above is calculated;

Min charge including 10 gms £580.00

120 gms minus 10 gms = 110 gms, 110 gms divided by 10gms = 11

11 x £130.00 £1,430.00

Insertion cost £2,010.00

Payment Terms

Display adverts are invoiced on publication, then payment due within 30 days of date of invoice.

Advert sizes / mechanical data

Page Trim Size	230mm wide x 315mm deep
Double Page	Could either bleed, 3mm, therefore 466mm x 321mm or sit within the type area 232mm x 287mm
Full Page	Could either bleed, 3mm, therefore 236mm x 321mm or sit within the type area 204mm x 287mm
Half Page	Portrait: 100mm wide x 287mm deep. Landscape: 204mm wide x 141.5mm deep
Quarter Page	100mm wide x 141.5mm deep
Acceptable artwork:	PDF: Print-ready CMYK with no trim marks and (allow 3mm bleed if full page). JPEG/TIFF: CMYK 100% size at 300ppi with 3mm bleed if necessary. EPS files: CMYK file format, fonts should be converted to outlines and images embedded. Embedded images should be 100% size at 300ppi.