

Terms Agency Commission: 10%. Payment must reach Pentlands Publishing Ltd within 30 days of the date of invoice. Orders placed by UK based companies are subject to VAT. VAT will be added to prices stated at the standard rate.

Space Rates

Space	Size (height x width in mm)	Cost for a single insertion including full colour
Full Page	297 x 210 (trimmed size)	£1575
Half Page	124 x 178 or 254 x 86	£925
Third Page	80 x 178 or 254 x 51	£725
Quarter Page	124 x 86 or 61 x 178	£595

Series Discounts

2 insertions.....	5% discount
3 insertions	10% discount
4 insertions	15% discount
5 insertions	20% discount
6 insertions	25% discount

Special Positions

Page 3 – first right hand page – facing ‘Opinion’	£1,785
Guaranteed solus position	+20%
Any other guaranteed position	+10%

Cover Rates

Outside Front Cover.....	£2,625
Outside Back Cover	£1,950
Inside Front Cover	£1,950

Advertorial Features - Company & Product Profiles

Four page company/product profile	£2,575
Two page company/product profile	£1,750
One page company/product profile.....	£1,185

Sponsorship Options (price per year)

Out and About Sponsorship	P.O.A
People pages Sponsorship	£1,750
E-Letter Sponsorship	£2,000

Sponsorship positions are available on a first come, first served basis. For more information please email: mail@pentlandspublishing.com

Feed Compounder e-letter banner

One e-letter (cost per e-letter).....	£150
Two - four e-letters (cost per e-letter).....	£125
Five - nine e-letters (cost per e-letter).....	£100
Ten or more e-letters (cost per e-letter)	£75

E-letter banners should be supplied as 468 x 60 pixels (width x height) GIF or JPG files. Please also supply a URL for the hyperlink.

Colour Photographs

Size to 85mm £100 (Size refers to maximum dimension, height or width)

Buyers' Guide

In Buyers' Guide section in print and on-line - rates per annum under one heading are: £130 (standard entry); £175 (bold entry); £235 (bold entry with logo); £600 (small panel); £925 (large panel). Discounts are available for inclusion under more than one heading: 5% for 2; 10% for 3; 15% for 4; 20% for 5; 25% for more than 5. Full details and a booking form are available at www.feedcompounder.com

Mechanical Data

Trimmed size	Nominally A4: 297 x 210mm at covers, reducing to 297 x 208mm at centre spread
Process	Sheet-fed offset litho, saddle stitched
Bleed	Page 303 x 213mm (allows 3mm trim top, bottom and fore edge) Centre spread 303 x 422mm (allows 3mm trim at each edge) Front cover 228 x 213mm (allows 3mm trim at foot and right hand edge)

Copy Requirements

ADVERTISING MATERIAL IS REQUIRED ELECTRONICALLY and may be supplied by e-mail or file transfer software. Our preferred format is PDF

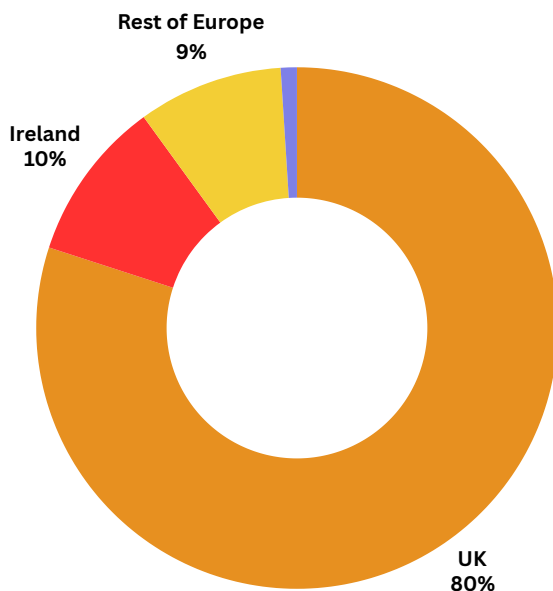
Average total: 2100 recipients

Feed Compounder is distributed by mail, electronically and social media to subscribers, advertisers, opinion formers, decision makers, nutritionists and others within the feed and related sectors, including to every UFAS accredited feed production site in the UK and Ireland, to members of the Society of Feed Technologists and to members of FEFAC. Copies are also distributed to delegates attending major feed exhibitions and conferences, including:

- **Society of Feed Technologists**
- **Victam**
- **Eurotier**
- **and others**

Geographical Distribution

Geographically, mailed-out copies are distributed as shown below



UK: 80 per cent
Ireland: 10 per cent
Rest of Europe: 9 per cent
Outside Europe: 1 per cent

Readership (Approximate UK breakdown)

- Animal Feed and Feed Supplement Manufacturers and Distributors (70%)
- (Chief Executives, Nutritionists, Buyers, Formulators, Mill Managers, Production Managers, Sales Staff, etc.)
- Feed Ingredient and Additive Suppliers (15%)
- Other Suppliers to Feed and Feed Supplement Manufacturers (10%)
- Universities, Colleges, Research Establishments, Government Offices, etc (5%)