



MEDIA PACK 2009



codebluegroup



WHO WE ARE...

Covering all areas of the UK's multi-billion pound food and drink base, FMCG (Fast Moving Consumer Goods) is a comprehensive monthly publication that looks at the most important issues affecting the marketplace today.

Featuring indepth interviews with leading industry figures, FMCG is ideally placed to give its readers the very latest news, market analysis and opinions in order to provide an accurate up-to-date representation of the trends within todays fast paced food and drink industry.

READERSHIP

FMCG's readership has been carefully selected from a Dun & Bradstreet customised database to give you and your key associates access to a targeted readership in excess of 50,000 top decision makers and key personnel within the UK's food and drink industry.

CATEGORIES	%	NUMBER OF EMPLOYEES	%
Manufacturing	25	1-24	22
Wholesale Trade	22	25-49	17
Retail Trade	20	50-99	16
Agriculture, Forest And Fish	10	100-249	28
Transport, Comms, Utilities	10	250-499	10
Services, Finance, Insurance	13	500+	7
		ECONOMIC REGIONS	%
		Channel Islands	1
		East Anglia	6
		East Midlands	6
		Greater Manchester	7
		Northern Ireland	3
		Republic Of Ireland	9
		North West	7
		Scotland	9
		South East (Outside M25)	10
		South East (Inside M25)	10
		South West	8
		Wales	7
		West Midlands	7
		Yorkshire & Humberside	10



ADVERTISING RATES & DATA

ADVERT RATES

	MONO	COLOUR
Double Page Spread	N/A	£3,265
Full Page	£1,395	£1,965
Half Page	£795	£1,065
Quarter Page	£495	£765
Spot Colour (per additional)	£85	N/A
Premium Cover Sites	N/A	£2,065

inserts £150 per 1000 up to 10 grams, then £1 per gram. Agency commission 10% on supplying space order

ADVERT DIMENSIONS

	TYPE AREA (mm)	BLEED
Double Page Spread	280 x 432	+ 3mm all round
Full Page	280 x 216	+ 3mm all round
Half Page Portrait	252 x 96	N/A
Half Page Landscape	124 x 196	N/A
Quarter Page Portrait	124 x 96	N/A
Quarter Page Landscape	60 x 196	N/A

IMPORTANT! This publication is AMERICAN A4 (280mm x 216mm)
Untrimmed bleed artwork / separations require an additional 3mm on each edge

DIGITAL ARTWORK

Only to be supplied in the following formats:

PDF	Press Resolution CMYK
JPEG	300 dpi CMYK
EPS	300 dpi CMYK
TIFF	300 dpi CMYK

We DO NOT accept artwork in Corel Draw, Microsoft Word (except for text files), Powerpoint, Excel or Publisher.

NO FAX COPY WILL BE ACCEPTED



ADVERTISING COPY FORMATS

When supplying artwork to the FMCG magazine please be aware that we can only accept specific formats. Any deviation from these formats may have an adverse effect on the quality and/or appearance of your advert.

When supplying artwork only the following formats are acceptable :

- Adobe PDFs Press resolution only
- Adobe Indesign documents Supplied packaged with all links and fonts (please check your licensing)
- Adobe Illustrator files/Freehand please outline all fonts
- Photoshop tiffs or low compression jpegs at 300dpi and cmyk

When supplying digital images please comply to the following restrictions:

- TIFF files minimum 300dpi & cmyk
- 600 dpi for vectored line artwork
- EPS files minimum 300dpi & cmyk 600 dpi for vectored line artwork
- JPEGS files minimum 300dpi & cmyk 600 dpi for vectored line artwork

Images can only be produced at the size they are supplied if they are at a resolution of 300dpi
Please be aware that we do NOT accept the following formats:

Corel Draw/Microsoft Word/Power Point/Publisher/Adobe Page Maker

You can send files to us on CD or on email (no larger than 5mb) at: studio@codebluegroup.co.uk