

THE NATIONAL **beef** magazine ASSOCIATION

**OFFICIAL
MAGAZINE**
FROM THE NATIONAL
BEEF ASSOCIATION
FOR EVERYONE WITH AN INTEREST IN THE BEEF INDUSTRY

MEDIA PACK AND RATE CARD 2024

The NBA Magazine is an essential communication route for the beef industry, and a perfect way to ensure your advertising presence gains a specific and dedicated audience. The National Beef Association is constantly reviewing production costs and passing on savings made, reducing advertising costs.

The NBA Magazine is published four times a year and circulated directly to NBA members, selected marts, universities, and to those with a direct interest in the beef industry.

REGIONAL : **GUEST WRITER** : **NEWS & INDUSTRY** : **HEALTH** : **BREED SOCIETIES**
ROUND-UPS : OPINION ARTICLES : UPDATES : ISSUES : NEWS UPDATES

FOR EVERYONE WITH AN INTEREST IN THE BEEF INDUSTRY

NBA

THE OFFICIAL MAGAZINE FROM THE NATIONAL BEEF ASSOCIATION

ABOUT THE NBA MAGAZINE

NBA

Now in our fifth year, we are continuing with the same great design and content, ensuring we are still a magazine of worth - not only because of the content but because businesses and readers want to keep our magazines in their meeting rooms, waiting rooms, showrooms, take them to shows as literature and in their farmhouses, all the while giving a longer shelf life to the advertisers.

Split down into clear sections including, NBA News, NBA Regional Updates, Guest Writer's/Opinion Piece's, Industry News, Breed Society News, Animal Health, Guest Vet's, Topical Features and Case Studies. Written and published by some of the most experienced and respected people within the beef industry.



MAGAZINES ARE DISTRIBUTED DIRECTLY TO NBA MEMBERS. WITH A SELECTION OF MAGAZINES SENT TO SELECTED UK MARTS, VETERINARY PRACTICES, UNIVERSITIES, COLLEGES, AND SELECTED INDIVIDUALS AND BUSINESSES DIRECTLY INVOLVED IN THE BEEF INDUSTRY.

THE MAGAZINE IS PUBLISHED ON OUR WEBSITE AND SHARED TO OUR SOCIAL MEDIA CHANNELS (COLLECTIVE FOLLOWING 10,000).

ADVERTISING

Julie Holmes

07393 463225

julie@nationalbeefassociation.com

GENERAL ENQUIRIES

NATIONAL BEEF ASSOCIATION

+44 (0)1434 601005

info@nationalbeefassociation.com

email: julie@nationalbeefassociation.com

NBA

RATE CARD

Prices shown are exclusive of VAT

NBA

PREMIUM / SPECIAL

Outside Back Cover	£1575.00
Inside Covers	£1050.00
Contents Page	£315.00
Page Banner	£210.00

FULL PAGE

Double Page Spread	£1365.00
Run of the Magazine	£682.50
Right Hand Page	£892.50

HALF PAGE

Landscape	£367.50
Portrait	£367.50
landscape strip over two pages	£787.50

Only available in the centre pages of the magazine;
one booking per edition; first come first served.

QUARTER PAGE

Landscape	£288.75
Portrait	£288.75

CLASSIFIEDS

Small	£63.00
Large	£94.50

NBA WEEKLY E-NEWSLETTER

To advertise in the NBA weekly e-newsletter, please contact julie@nationalbeefassociation.com for further information and for advertising rates. Space available on a first come first served basis.

ADVERTORIALS

Full Page	£850
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Advertorials are available and will be designed by our design team in the brand guidelines of the magazine but in keeping with your brand colours, which will be sent to you for approval. Approx 700 words +2 images.

COMPETITION SPONSOR

Product Value - Minimum £500

Some issues will feature a competition prize give-away. We invite companies to sponsor the magazine competition with a prize(s) to the value of £500 min.

With your sponsor you'll receive:
Half Page advert, Company Name on front cover, and editorial content about the prize give-away (half page advert with half page editorial). If you would like to offer a competition sponsor please email julie@nationalbeefassociation.com

BEEF BREED SOCIETIES

Discount of 40% on rate card applies for Breed Societies.
Excludes Premium Positions and Beef Breed Directory which is a set discounted price already.

Magazine Cover Image £250

Breed Societies can sponsor the front cover with an image of their society breed. Image must be 300dpi. Image to be sent to julie@nationalbeefassociation.com for quality check, along with society logo, 20 word paragraph and contact details.

Beef Breed Directory £126 (4 issues)

Breed Society News - Free

250 words + Image to be included free of charge in the Breed Society News Pages.

INSERTS

£140 PER 1000

Subject to weight.
For more information please contact Julie at the NBA Magazine

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julie@nationalbeefassociation.com

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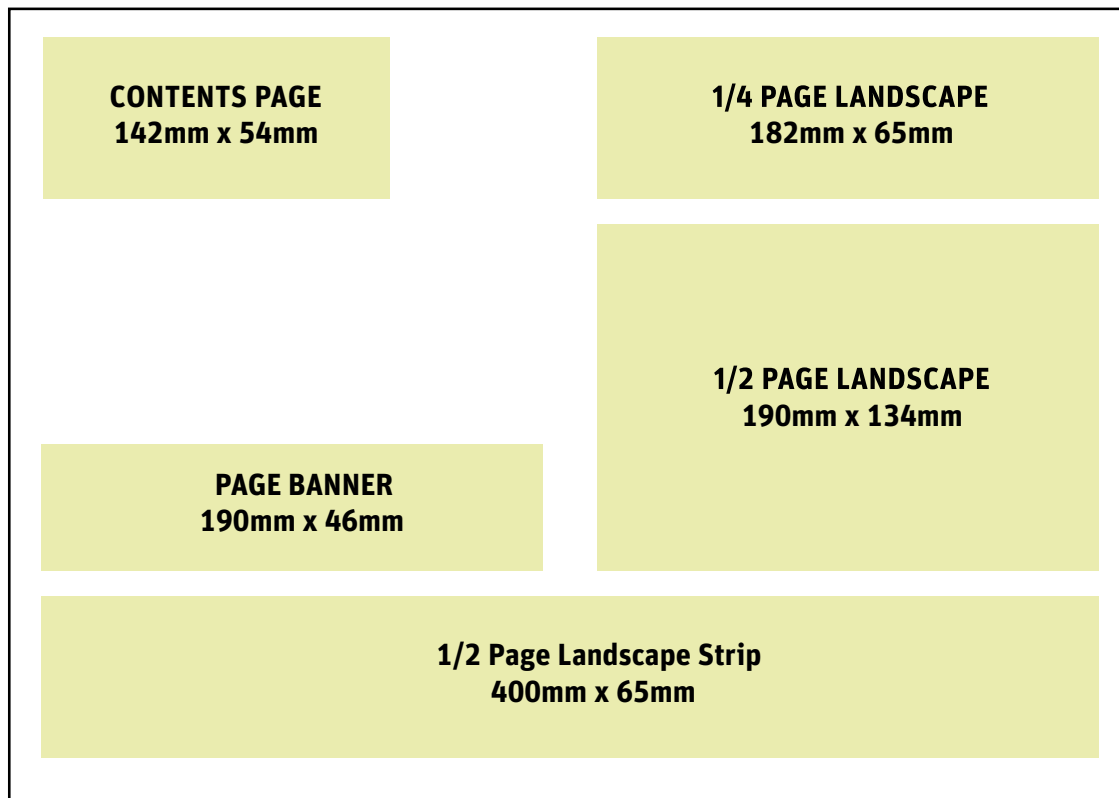
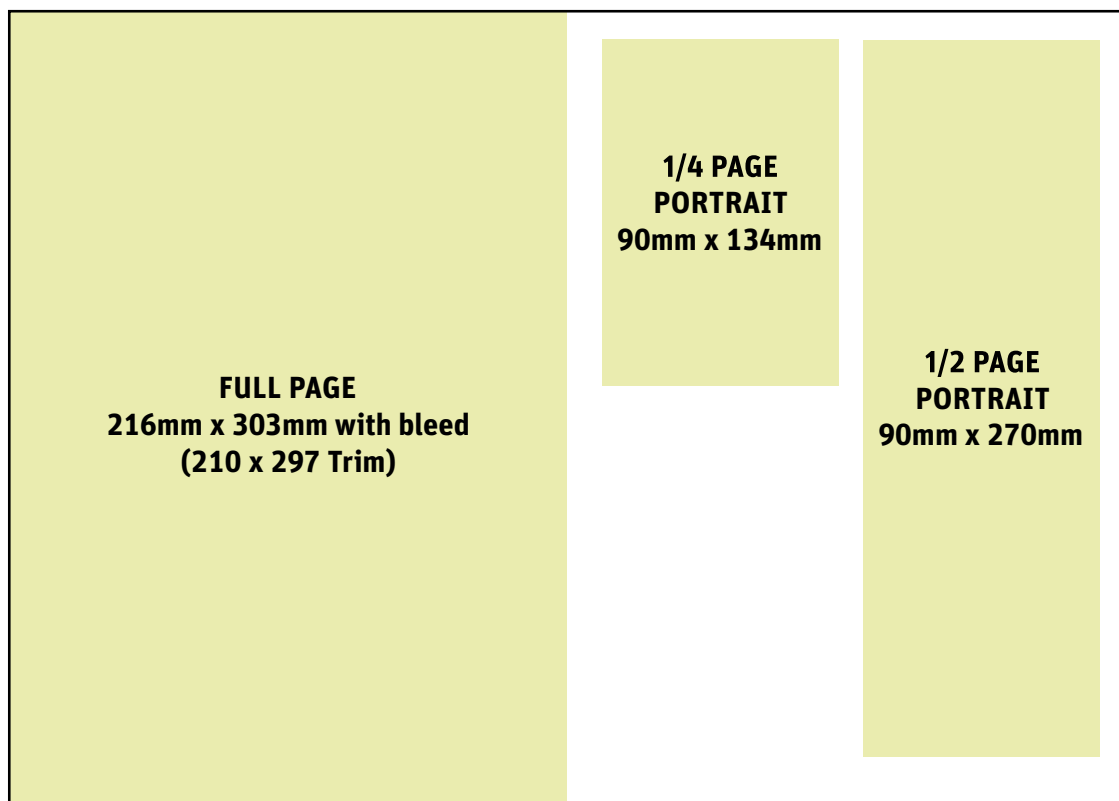
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NBA

ADVERTISING SPECIFICATION

NBA



ADVERTISING

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NBA

DEADLINES 2024

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DEADLINES

EDITION	ADVERTISING BOOKING	ARTWORK DEADLINE	PUBLISHED DATE
SPRING 2024 Beef Expo pre-edition	Friday 16th February	Friday 8th March	Friday 29th March
SUMMER 2024 Beef Expo post edition	Friday 19th April	Friday 17th May	Friday 7th June
AUTUMN 2024	Friday 16th August	Friday 6th September	Friday 27th September
WINTER 2024	Friday 1st November	Friday 24th November	Friday 13th December



BACK COPIES

Printed back copies
available upon request
and online via
issuu.com

FOR FURTHER INFORMATION ADVERTISING & ENQUIRIES

email: julie@nationalbeefassociation.com

Remember: We are always on the look out for editorial on animal health, products, case studies and farmer stories.
If you'd like to feature any editorial please contact Julie on 07393 463225 or email julie@nationalbeefassociation.com

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