



FloraCulture International

FCI advertising rates 2018

Advertising package		Total price
OPTION A (EXECUTIVE PACKAGE)		
6 x two-page spread ads	(€ 3,000)	€ 18.000,00
1 x two-page editorial		€ –
12 x website banners	(€ 166,66)	€ 2.000,00
Total:		€ 20.000,00
OPTION B (PREMIUM PACKAGE)		
1 x two-page spread ad		€ 3.000,00
5 x full page ads	(€ 1.750)	€ 8.750,00
1 x two-page editorial		€ –
12 x website banners	(€ 166,66)	€ 2.000,00
Total:		€ 13.750,00
OPTION C (STAR PACKAGE)		
6 x full page ads	(€ 1.750)	€ 10.500,00
1x full page editorial		€ –
12 x website banners	(€ 166,66)	€ 2.000,00
Total:		€ 12.500,00
OPTION D (COMFORT PACKAGE)		
3 x full page ads	(€ 1.750)	€ 5.250,00
Total:		€ 5.250,00
OPTION E (DIGITAL PACKAGE)		
12 x website banners	(€ 208,33)	€ 2.500,00
Total:		€ 2.500,00
OPTION F (DIGITAL PACKAGE PLUS)		
12 x website banners	(€ 350)	€ 4.200,00
12 x newsletter banners		
Total:		€ 4.200,00

FCI magazine

Full page: 210 x 297 mm

Website banners

Megabanner 280 x 280 pixels	€ 750
Block banner 185 x 185 pixels	€ 450
Big banner 280 x 80 pixels	€ 350

FCI newsletter banners

Tall banner 140 x 280 pixels	€ 350
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Editorial calendar 2018

JANUARY-FEBRUARY

Sustainability – Australasia

MARCH-APRIL

Production* – EU

MAY-JUNE

Plant Breeders Rights* – South America

JULY-AUGUST

Climate / water* – Asia

SEPTEMBER-OCTOBER

Trade Fairs* – North America

NOVEMBER-DECEMBER

Breeding/Product Innovation* – Africa

*To be confirmed

Print tech specs

Column widths and delivery instructions for advertising in FloraCulture International:

Publication trim size: 210 x 297mm

Printing: Cover, half-web offset; body, web offset.

Binding: Saddle stitched.

Screen: 60 lines per centimeter (150 lines).

Bleed: Every advertisement must have an overlap of 3 mm on all four sides. There is no extra charge for a bleed page.

Live area: All text and essential material (photographs, illustrations) for bleed ads must be placed at least 10 mm (excluding the 3 mm overlap) inside the four outer edges of the advertisement.

Digital tech specs

Sending material by e-mail: Certified CMYK PDF.

Electronic files must be created in one of the following programmes: QuarkXPress (mac or pc), Adobe Illustrator (mac or pc) Adobe InDesign, Adobe Acrobat or Adobe Photoshop.

Colour: CMYK. The PDF should be accompanied with a colour laser proof (photograph quality). If this is not provided FCI cannot be held accountable for the outcome of the colour printed.

Images/Artwork: Scans placed into own layout must be saved at 100% and 300dpi at final size output. These scans must be saved as EPS or TIFF format in CMYK mode. All logos should be saved as EPS or Ai.

Media labelling requirements: Publication name, issue date, advertiser, advertisement title, file name.



FloraCulture International

Cancellations

Cancellation of space for a specific issue cannot be accepted after the listed closing date. Cancellations should be mailed to the publisher before the advertising closing date. Cancellations received after the closing date will be charged the full payment. If an advertiser cancels any portion of a contract, such cancellation automatically nullifies any rate protection, free ads and/or early contracting discounts.

Liabilities

The advertiser must obtain the appropriate permission to reproduce any photography, artwork, logos, designs, trade names and/or trade service marks, which are supplied or used by the company in any advertisement to be published in FloraCulture International. The publisher will not be responsible or held liable for images or other printed matter that is obtained illegally.

Terms

- Invoice payments are due 14 days after the billing date. Overdue invoices are subject to 2% service charge per month.
- Any payments by the publisher, such as customs or import charges on advertising materials received, will be billed at cost.
- The publisher reserves the right to resize an advertisement, which is not a producible size or that does not meet the specifications. The current production charges are applicable. A production charge rate sheet is available upon request.
- The publisher will run previously printed advertisements if new ad material is not received by the material due date.
- The publisher reserves the right to reject any advertisement that is not in keeping with the publication's standards.
- The publisher assumes no liability for errors in key numbers or for instructions not specified in writing.
- Unless a written request is received to the contrary, all furnished material can be disposed of after one year.

World wide advertising office

FLORACULTURE INTERNATIONAL

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Subscriptions

FloraCulture International, in print and online.

Subscriptions services:

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Circulation

FloraCulture International circulation:

Published 6 x per year

Print issues: 5,350

Digital magazine: 7,500 direct +100,000 indirect
In 142 countries.

The magazine's FCI Newsletter has a circulation of 7,500 subscribers worldwide

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