



British  
**POTATO**

SERVING THE INDUSTRY FOR MORE THAN 30 YEARS

# **POTATO** **REVIEW**



## **MEDIA INFORMATION 2025**

**PRODUCTS**



**CASE STUDIES**



**FEATURES**



## ABOUT US

Launched in 1991, **BRITISH POTATO Review** very quickly became established as one of Europe's top specialist agriculture journals. Now into our 34th year, **BRITISH POTATO Review** continues to be regarded as the magazine for the potato industry.

We aim to produce a well-balanced, high quality publication that keeps our readers and clients well informed. **BRITISH POTATO Review** is circulated largely to registered growers and merchants throughout the UK, as well as other specialist and smaller growers, processors, agronomists, researchers, suppliers and supermarket buyers. Total distribution is approx. 5000 copies both in the UK and more than 50 countries worldwide. We also have a website, which is well used by the industry, covering international issues.



## FEATURES

Regular features in **BRITISH POTATO Review** are designed to reflect seasonal concerns. Early in the year, for example, we look at developments in cultivation and planting techniques; in spring and early summer we aim to cover blight programmes, integrated pest control and irrigation. In late summer and autumn we offer updates on harvesting and handling machinery and the latest storage technology. We will also cover industry events.

Each issue has a guaranteed requested readership - a 100% named circulation: the perfect targeted distribution for your marketing message.

**BRITISH POTATO Review** welcomes information on new products and processes, including technical articles, trials results and case studies. Contributions must be objective and may not be used for promotional purposes without prior agreement. If you have an editorial or news item you wish to submit for consideration please email it to [stephanie.cornwall@warnersgroup.co.uk](mailto:stephanie.cornwall@warnersgroup.co.uk)

## CONTACT



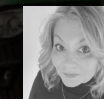
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To advertise contact Victoria Brown on **01778 395029**  
or email [victoria.brown@warnersgroup.co.uk](mailto:victoria.brown@warnersgroup.co.uk)

# PRINT ADVERTISING

## ADVERTISING RATES (cost per insertion)

Size	x1	x3	x6
Double page spread	£4141	£3935	£3735
Outside back cover	£2405	£2285	£2170
Inside front/inside back cover	£2290	£2175	£2065
Full page	£2180	£2070	£1965
Half page	£1345	£1275	£1215
Third page	£870	£825	£785
Quarter page	£685	£650	£615
Eighth page	£360	£345	£325
Classified	£30 per single column cm		
Linage	£3.50 (per word, subject to a minimum charge £70)		
Loose inserts	£760 to insert 5,000 (leaflets up to A4/10g. POA for larger/heavier inserts)		
Front cover package	An image on the front cover, a discrete logo and short strapline plus a quarter page horizontal advert on page 5 for just £3350+VAT.		

Unless otherwise stated, prices are per month, subject to 10% agency discount and VAT at the current rate.

**CALL  
VICTORIA  
FOR BESPOKE  
PACKAGES**

## ARTWORK REQUIREMENTS

All adverts and documents are to be supplied in hi-res PDF format or as a PSD, TIFF or JPEG with a resolution of at least 300 dpi and CMYK with all fonts embedded.

Files should be prepared with trims centred, and registration and bleed marks included with a separate PDF for each page.

email:  
[production@warnersgroup.co.uk](mailto:production@warnersgroup.co.uk)

## ADVERTISING SCHEDULE 2025

Issue	Booking deadline	Artwork deadline	Insert deadline	Mailed
Jan/Feb	5 Dec 24	12 Dec 24	24 Dec 24	9 Jan 25
Mar/Apr	6 Feb 25	17 Feb 25	28 Feb 25	7 Mar 25
May/June	10 Apr 25	17 Apr 25	1 May 25	8 May 25
Jul/Aug	12 Jun 25	20 Jun 25	3 Jul 25	10 Jul 25
Sep/Oct	14 Aug 25	22 Aug 25	5 Sep 25	12 Sep 25
Nov/Dec	2 Oct 25	10 Oct 25	24 Oct 25	31 Oct 25

## SPECIFICATIONS (mm)

Size	Dimensions (mm)
Double page spread	420w 297h (Trim) 426w x 303h (Bleed)
Full page	210w x 297h (Trim) 216w x 303h (Bleed)
Half page horizontal	190w 133h
Half page vertical	92w x 277h
Third page horizontal	190w x 86h
Third page vertical	60w 277h
Quarter page horizontal	190w x 61h
Quarter page vertical	92w x 133h
Eighth page	92w x 65h
Classified column	1: 42mm 2: 86mm 3: 131mm 4: 178mm



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# DIGITAL ADVERTISING

## WEBSITE

Size	Size - Pixels WxH	Device
Billboard (header)/ Leaderboard	970x250 / 728x90	Desktop
	468x60	Tablet
	320x50	Mobile
MPU	300x250	Desktop, Mobile & Tablet
Double MPU	300x600	Desktop
Billboard (footer)	970x250	Desktop

## E-NEWSLETTER

Size	Size	Price per week
Banner	970x250px	£685 +VAT
MPU	300x250px	£360 +VAT
Solus		£2180 +VAT
Article URL		£50+VAT (agency discount n/a)

Mailed weekly to our **BRITISH POTATO Review** database.

## INDUSTRY NEWS\*

Print, web and e-newsletter  
£250+VAT

\*agency discount not applicable

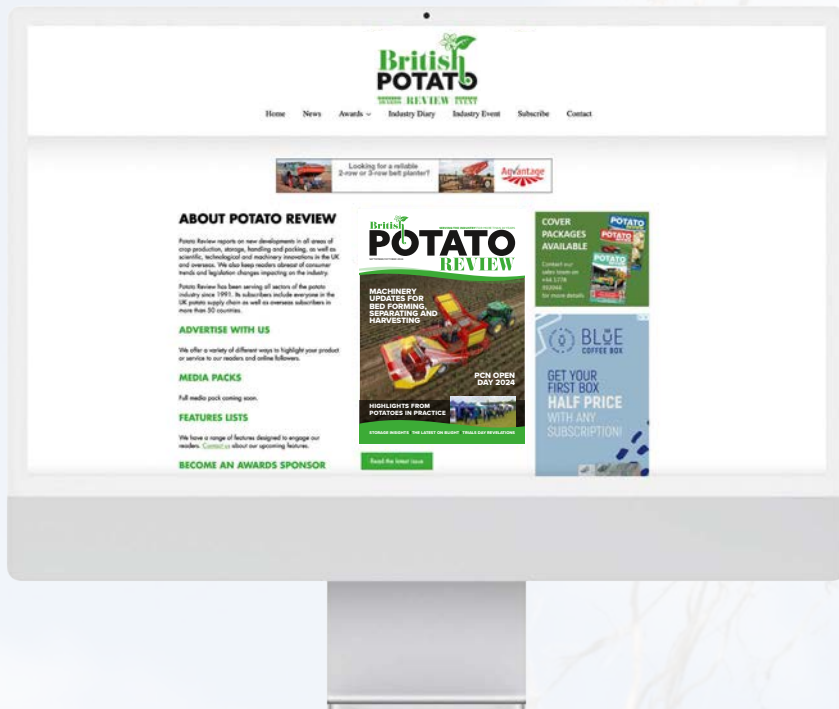
## VACANCIES

Use our solus e-newsletter to advertise your vacancy, a click through MPU on our weekly e-newsletter and/or, an article on our website [www.britishpotato.co.uk](http://www.britishpotato.co.uk)

Solus e-newsletter + website article  
£2280+VAT

E-newsletter MPU + website article  
£785+VAT

Website only £ 199+VAT



[www.britishpotato.co.uk](http://www.britishpotato.co.uk)

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# SPONSORSHIP



**BOOK  
YOUR TABLE  
£1250  
+ VAT**

**BOOK  
YOUR PLACE  
£135  
+ VAT**

## OPTION 1

### Logo(s) marketing placement

(Pre & post event)

- British Potato Review
- British Potato Review Website
- British Potato Review e-shots

### Social Media

(Pre & post event)

- Facebook
- Twitter
- Linked In

### Digital

- Button advert on British Potato Review Website
- Bespoke e-shot sent to British Potato Review Database

### On the night

- Logo on screen during drinks reception
- Logo on screen during dinner
- Thank you for sponsoring within opening speech
- Full page advert in Menu/Brochure
- 2 Dinner Places
- Present an award
- Pull up banner in drinks reception
- Table gifts whilst drinks reception

**Total cost £4000 + VAT**

## OPTION 2

### Logo(s) marketing placement

(Pre & post event)

- British Potato Review
- British Potato Review Website
- British Potato Review e-shots

### Social Media

(Pre & post event)

- Facebook
- Twitter
- Linked In

### Digital

- Button advert on British Potato Review Website

### On the night

- Logo on screen during drinks reception
- Logo on screen during dinner
- Thank you for sponsoring within opening speech

**Total cost £2500 + VAT**

## OPTION 3

### Supporter option

- Logo on screen during drinks reception
- Logo on screen during dinner
- Thank you for sponsoring within opening speech

**Total cost £500 + VAT**