

ADVERTISER'S GUIDE

About *Parrots*...

Parrots magazine is now in its 25th year and established as a highly respected publication dedicated to parrots and parakeets, their welfare, breeding and conservation. It is recognised as a leading avian publication and continues to attract an increasing and enthusiastic readership worldwide.

Advertising in *Parrots* magazine offers a unique opportunity to promote products and services directly to dedicated parrot owners, breeders, aviculturalists, behaviourists and other avian professionals.

Now as an interactive PDF file together with the *Parrots* magazine website www.parrotmag.com Parrots eMags offer a unique opportunity to promote products and services to a wide range of parrot enthusiasts around the world.

What's Inside?

Parrots magazine provides specialised information on every subject relating to parrot keeping, from breeding to conservation, behaviour to healthcare, and for everyone from the novice to the professional parrot owner and hobbyist. Each issue provides readers with:

- Stunning photography packed with spectacular pictures of our favourite birds
- Informative articles on pet care, breeding, veterinary health, nutrition, conservation and behaviour, written by many of the world's leading experts
- Readers' personal accounts and stories about their birds
- Avian directories including information on veterinary listings, breeders, clubs and societies, website links and much more
- Advertisements covering a wide range of products and services for the parrot and parakeet owner

Who Reads It?

Parrots magazine is read by a focused and enthusiastic audience including owners, aviculturalists, veterinarians, breeders, nutritionists, behaviourists, conservationists and many other avian professionals. Our readers and website visitors are dedicated to the welfare of parrots and parakeets.

"We selected *Parrots* magazine because it provided us with an extremely focused marketplace. This certainly benefited product sales."

Mike Taylor NORTHERN PARROTS

To advertise, call now!

Tel. +44 (0)1273 464777

Email: advertising@imaxweb.co.uk

**The one thing
that is guaranteed is,
if you don't advertise,
you won't get a response!**

parrots
magazine

...dealing exclusively with
parrots & parakeets

www.parrotmag.com



Magazine display advertising rates

Colour	SINGLE	SERIES (6)	SERIES (12)
Full page	£655	£625	£595
Half page	£355	£340	£325
Third page	£285	£270	£255
Quarter page	£205	£195	£185
Sixth page	£160	£152	£145
Eighth page	£115	£110	£105

Magazine classified boxed ads

Display £6.00 per column cm

Magazine commercial lineage rates

60p per word

Website Prime Spot rates

	Website only	If also in eMag
Home page	£110	£95
Other pages	£20	£20

All prices are subject to VAT

SUPPLIED AD REQUIREMENTS

High resolution Adobe PDF files
with all fonts embedded.

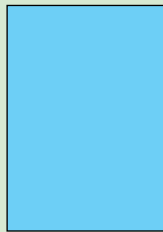
If supplying Illustrator files,
fonts **must** be converted to outlines.

Please send to:

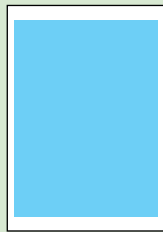
studio@imaxweb.co.uk

Parrots magazine, West Building
Elm Grove Lane, Steyning
West Sussex BN44 3SA

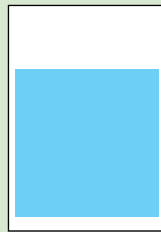
Magazine size options



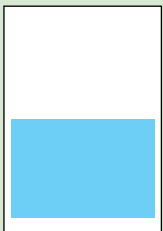
Full page
(A4 + 3mm bleed)
303mm x 216mm



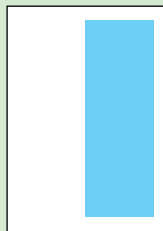
Full page
262mm x 186mm



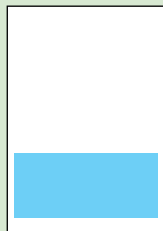
Three quarters
192mm x 186mm



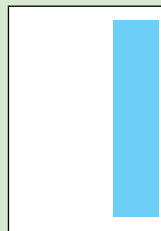
Half page
landscape
129mm x 186mm



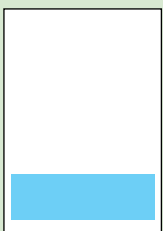
Half page
portrait
262mm x 89mm



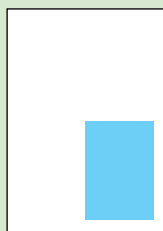
Third page
landscape
84mm x 186mm



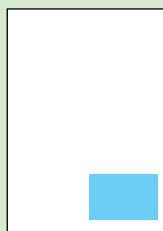
Third page
portrait
262mm x 60mm



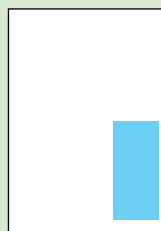
Quarter page
landscape
63mm x 186mm



Quarter page
portrait
129mm x 91mm



Eighth page
landscape
63mm x 91mm



Sixth page
portrait
129mm x 60mm

Website Prime Spot adverts



Prime Spot ads will appear in a prominent position on the home page. Once booked, the ad will be displayed for the next full calendar month, although may be uploaded before that. In addition to the homepage, extra web pages can be booked if required. Extra pages can only be booked in addition to a homepage ad.

Prime Spot ads offer a unique opportunity to promote products and services to thousands of parrot owners.

Web sizes

Home page: 270 px wide x 350 px high

Other pages: 144 px wide x 144 px high

PARROTS MAGAZINE www.parrotmag.com

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