

# Forge

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## 2010 Media Information

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Official Magazine of the National Association  
of Farriers, Blacksmiths & Agricultural Engineers

► INDUSTRY NEWS ► TECHNICAL FEATURES ► NEW PRODUCTS  
► RECRUITMENT ► EVENTS



► UK Farrier Appreciation Society  
► Farrier Magazine - Forge

# Forge



Official Magazine of the National Association  
of Farriers, Blacksmiths & Agricultural Engineers

**Forge is the official trade magazine of the National Association of Farriers, Blacksmiths and Agricultural Engineers, reaching 3,400 readers every issue.**

Published alternate monthly on every even month, Forge is directly mailed to all registered Farriers, Apprentices and Blacksmiths in the United Kingdom.

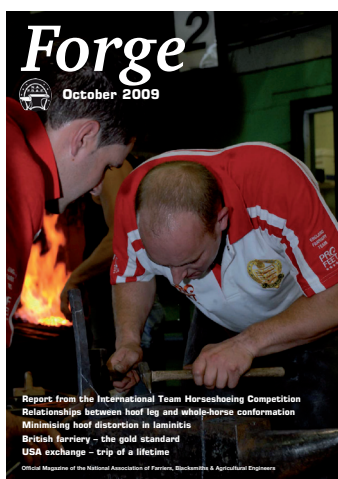
Forge Magazine is an important publication for the Association and the wider industry to share news, views and developments in technology. It also serves as a showcase for services and products available across the UK.

A high majority of our readers are professional Farriers with a responsibility for shoeing and hoof care.

**All advertisers in Forge Magazine also gain the benefit of the magazine being available to download on our website - [www.forgemagazine.co.uk](http://www.forgemagazine.co.uk) . [www.nafbae.org](http://www.nafbae.org)**

## Publication dates

Issue	Editorial Deadline	Advertising Deadline	Publishing Date
February 2010	<b>06/01/10</b>	<b>11/01/10</b>	<b>08/02/10</b>
April 2010	<b>01/03/10</b>	<b>05/03/10</b>	<b>09/04/10</b>
June 2010	<b>03/05/10</b>	<b>07/05/10</b>	<b>11/06/10</b>
August 2010	<b>28/06/10</b>	<b>02/07/10</b>	<b>08/08/10</b>
October 2010	<b>30/08/10</b>	<b>03/09/10</b>	<b>08/10/10</b>
December 2010	<b>01/11/10</b>	<b>05/11/10</b>	<b>10/12/10</b>



## Editorial enquiries

Editor: Gill Harris  
Tel: 01332 843107  
Fax: 0845 009 8871  
Email: [editor@forgemagazine.co.uk](mailto:editor@forgemagazine.co.uk)

## Advertisement enquiries

Gail Mann, Newton Mann Ltd,  
Fourteen Business Centre, 14 Town Street  
Duffield, Derbyshire DE56 4EH  
Tel: 01332 843107  
Fax: 0845 009 8871  
Email: [sales@forgemagazine.co.uk](mailto:sales@forgemagazine.co.uk)  
Website: [www.forgemagazine.co.uk](http://www.forgemagazine.co.uk) or  
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## Advertisement rates 2010

	<b>Mono</b>	<b>Full Colour</b>	<b>Sizes</b>
Double Page Spread	-	<b>£1550</b>	
Page	<b>£535</b>	<b>£840</b>	273mm deep x 183mm wide
Bleed Page	<b>£535</b>	<b>£840</b>	305mm deep x 216mm wide trimmed to 297mm deep x 210mm wide
Half Page	<b>£410</b>	<b>£660</b>	273mm deep x 89mm wide - Vertical 133mm deep x 183mm wide - Horizontal
Quarter Page	<b>£290</b>	<b>£440</b>	133mm deep x 89mm wide
Classified (to be included on the website for 2 months)	<b>£25 per scc</b> <b>£75</b>		1col=5.8cm; 2col=12cm; 3col=18.3cm <b>(minimum size - 3cms deep x 1 col wide)</b>

### Cover Rates (subject to availability)

Inside front, inside back and outside back - **£100 extra**

Series Discount: 3 insertions 5% - 6 insertions 10%.

Agency commission: 10%.

Prices are for complete press ready material. Repro work, setting, or amendments may be extra to space rates.

Bleed pages at no extra charge. Special positions by arrangement.

### On-line Advertisement Rates

Vertical Banner	<b>£150 (for 2 months)</b>	175w x 300d pixels (Run-of-site)
Horizontal Banner	<b>£100 (for 2 months)</b>	475w x 80d pixels (Run-of-site)
Button	<b>£80 (for 2 months)</b>	175w x 100d pixels (Run-of-site)

Prices are for complete web ready material in .gif format or pdf convertible.

## Inserts

Loose or bound inserts by arrangement, prices on request

## Production material

### Preferred format

Supplied as electronic media, on disc or by email, accompanied with hard copy, incorporating high resolution (300dpi) images.

### Also accepted\*

**PC files** – Word text, Adobe InDesign and PC graphic files (.tif)

**Macintosh format files** – Adobe InDesign, Adobe Illustrator (v9 or earlier) and Adobe Photoshop. EPS (High resolution CMYK PDF files providing all images and fonts are properly embedded or turned to outline).  
All colour files in CMYK format.

\*Whilst we will always try to accommodate advertisers material we may need to make an extra charge if it is not supplied in a suitable format.

## Terms and Conditions:

All prices are per insertion and subject to VAT at current rate  
Advertisements are subject to the approval of the publisher.  
Current terms and conditions for acceptance are available on request.  
Cancellations: Mono - 6 weeks prior to publication.  
Colour - 8 weeks prior to publication.

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## Regular News Sections

**Forge is the official trade magazine of the National Association of Farriers, Blacksmiths and Agricultural Engineers, reaching 3,400 readers every issue.**

Every issue aims to contain information of vital importance to the 3,400 readers:

- **President's Piece**
- **Round the Fire**
- **Hoofcare**
- **Blacksmith Matters**
- **Results**
- **Products**
- **NFTA**
- **CPD**
- **WCF**
- **Diary**
- **Association News / News**

## Readership and Circulation

Approximately 3400 individuals/companies receive the magazine of which 60 are overseas.

We print an additional amount for promotional purposes.

Forge is distributed on a controlled circulation basis as follows:

- All members of the National Association of Farriers, Blacksmiths and Agricultural Engineers
- All registered farriers and apprentice farriers in the UK
- Private subscribers

### Breakdown

Registered Farriers

82%

Registered Apprentice Farriers

13%

Blacksmiths

4%

### Overseas Readers Breakdown

European

59%

USA

7%

Australia

12%

Canada

5%

New Zealand

8%

United Arab Emirates

7%

Kenya

2%

You can also use Forge Magazine's website to advertise your product or service online. By complementing your traditional display campaign in this way you will reach an even wider customer base.

**[www.forgemagazine.co.uk](http://www.forgemagazine.co.uk)**

## Editorial Programme 2010

- **The Editorial for 2010 is currently being updated and will be available shortly.**



Find us on  
**Facebook**

► **UK Farrier Appreciation Society**

► **Farrier Magazine - Forge**

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