

# ADVERTISER'S GUIDE

## About *Parrots*...

*Parrots* magazine is now in its 23rd 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 in an additional 60 WH Smith stores and 47 airport and mainline stations, *Parrots* magazine together with its website [www.parrotmag.com](http://www.parrotmag.com) offers a unique opportunity to promote products and services to a wide range of offline and online parrot enthusiasts.

## 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

Fax +44 (0)1273 463999

Email: [advertising@imaxweb.co.uk](mailto: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](http://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

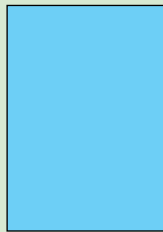
*Magazine commercial lineage rates*

60p per word

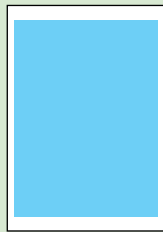
**MAGAZINE INSERTS**

Optimise your advertising potential and insert your company brochure or leaflet. **PRICES ON REQUEST.**

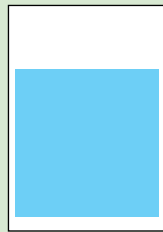
**Magazine size options**



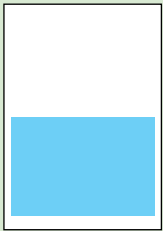
Full page  
(A4 + 3mm bleed)  
303mm x 216mm



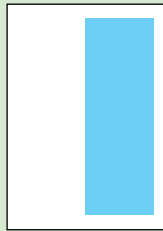
Full page  
262mm x 186mm



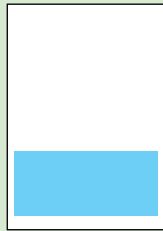
Three quarters  
192mm x 186mm



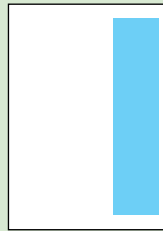
Half page  
landscape  
129mm x 186mm



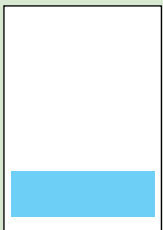
Half page  
portrait  
262mm x 89mm



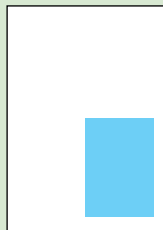
Third page  
landscape  
84mm x 186mm



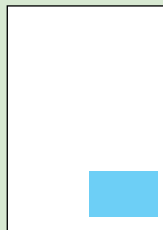
Third page  
portrait  
262mm x 60mm



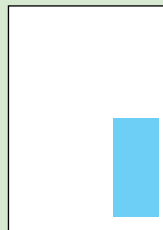
Quarter page  
landscape  
63mm x 186mm



Quarter page  
portrait  
129mm x 91mm



Eighth page  
landscape  
63mm x 91mm



Sixth page  
portrait  
129mm x 60mm

*Website Prime Spot rates*

	Internet only	If also in magazine
Home page	£110	£95
Other pages	£20	£20

**All prices are subject to VAT**

**SUPPLIED AD REQUIREMENTS**

Magazine: High resolution Adobe PDF files to 'Pass4Press' spec ([www.pass4press.com](http://www.pass4press.com)) **with all fonts embedded.** If supplying Illustrator files, fonts **must** be converted to outlines.

**Please send by email to:**

[studio@imaxweb.co.uk](mailto:studio@imaxweb.co.uk)

**Or on a CD or DVD to:**

Parrots magazine, The Old Cart House  
Applesham Farm, Coombes  
West Sussex BN15 ORP

*Website Prime Spot adverts*



Prime Spot ads will now appear in a prominent position on the home page in the top right changing window. 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](http://www.parrotmag.com)**

The Old Cart House, Applesham Farm, Coombes, West Sussex BN15 ORP

T: +44 (0)1273 464777 F: +44 (0)1273 463999 E: [advertising@imaxweb.co.uk](mailto:advertising@imaxweb.co.uk)