



# **BIGGA RATE CARD 2023**

Prices and artwork specifications



# PRINTED MEDIA

## GREENKEEPER INTERNATIONAL MAGAZINE

### DISPLAY ADVERTS

Size	Dimensions	Cost + VAT	Design Specification
Full Page DPS	420mm (w) x 297mm (h)	£2,980	PDF format / 300dpi / CMYK / No spot colours with ticks and 3mm bleed all round  For adverts printing to the edge of the page place all important items at least 6mm from the edge
Full Page	210mm (w) x 297mm (h)	£1,630	
Half Page (portrait)	86.25mm (w) x 267mm (h)	£890	
Half Page (landscape)	180mm (w) x 129.75mm (h)	£890	
Quarter Page (portrait)	86.25mm (w) x 129.75mm (h)	£640	

### ADVERTORIALS

Size	Cost + VAT	Design Specification
Full Page	£540	Logo, 500 words, 2 images, contact details
Half Page	£320	Logo, 250 words, 1 image, contact details

## LOOSE INSERTS

Distribution	Weight	Cost + VAT	Design Specification
Full Distribution	Up to 12g	£1,190	<p>For full distribution a quantity of 6,000 inserts</p> <p>For CM &amp; HGK's only a quantity of 1,500 inserts</p> <p>Printed inserts to arrive with our mailing house a week prior to magazine print deadline to the address below;</p> <p>The Spatial Group Spatial House Willow Farm Business park Castle Donnington Derby DE74 2TW</p>
Full Distribution	13-25g	£1,335	
Full Distribution	26-30g	£1,390	
Full Distribution	31-40g	£1,670	
Full Distribution	Over 40g	£ POA	
CM and HGK's Only	Up to 12g	£565	
CM and HGK's Only	13-25g	£625	
CM and HGK's Only	26-30g	£690	
CM and HGK's Only	31-40g	£760	
CM and HGK's Only	Over 40g	£ POA	

CM and HGK's = Course Managers and Head Greenkeepers

## COVER WRAP\*

Size	Cost + VAT	Design Specification
1/3 A4	£1500	Please contact a member of the team to discuss availability and to request design specification

\*Printing and affixing to magazine included in cost above

## PAPER WRAP ADVERT\*

Duration	Dimensions	Cost + VAT	Design Specification
3 Months	260mm (w) x 80mm (h)	£2,170	PDF format / 300dpi / CMYK / No spot colours with ticks and 3mm bleed all round
6 Months	260mm (w) x 80mm (h)	£3,255	
12 Months	260mm (w) x 80mm (h)	£4,340	

\*Available on a first come first served basis \*\* Can be added to a waiting list for when the incumbent advertiser relinquishes advert space

## MEMBERSHIP HANDBOOK\*

### DISPLAY ADVERTS

Size	Dimensions	Cost + VAT	Design Specification
Full Page	160mm (w) x 240mm (h)	£860	PDF format / 300dpi / CMYK / No spot colours with ticks and 3mm bleed all round
Half Page (portrait)	66.5mm (w) x 213mm (h)	£620	
Half Page (landscape)	137mm (w) x 105mm (h)	£620	For adverts printing to the edge of the page place all important items at least 6mm from the edge
Quarter Page	66.5mm (w) x 105mm (h)	£350	

### COMPANY LISTING

Size	Cost + VAT	Design Specification
Half Page	£535	Company name, logo, address, contact details, 200 words
Quarter Page	£375	Company name, logo, address, contact details, 80 words
Eighth Page	£245	Company name, logo, address, contact details

\*Handbook printed in early June for a July distribution

## WALL PLANNER \*

### DISPLAY ADVERTS

Size	Dimensions	Cost + VAT	Design Specification
Standard Box Advert	65mm (w) x 68mm (h)	£620	PDF format / 300dpi / CMYK / No spot colours with ticks and 3mm bleed all round

\*Wall planner printed in September for an October distribution | \*\*Limited quantity available on a first come first served basis

# ONLINE & DIGITAL

## WEBSITE — [WWW.BIGGA.ORG.UK](http://WWW.BIGGA.ORG.UK)

### DISPLAY ADVERTS

Duration	Gold	Silver	Bronze	Design Specification
4 Weeks	£1,640	£1,530	£1,420	About Us — 970 (w) x 250px (h) / 180dpi Education — 300 (w) x 600px (h) / 180dpi Careers — 970 (w) x 250px (h) / 180dpi Jobs — 728 (w) x 90px (h) / 180dpi What's On — 728 (w) x 90px (h) / 180dpi News — 728 (w) x 90px (h) / 180dpi
3 Weeks	£1,310	£1,200	£1,090	
2 Weeks	£980	£870	£760	
1 Week	£650	£540	£430	
Available web pages	About Us/Education/ Careers/Jobs What's On/News	About Us/Education/ Careers/What's On/ News	About Us/Education/ What's On/News	

## DIRECTORY LISTINGS

Duration	Cost + VAT	Design Specification
12 Month Listing	£730	Company name, logo, address, contact details and 200 words plus add imagery, videos and hyperlinks. Website directory listing also replicated on BIGGA app
6 Month Listing	£370	

## ONLINE ADVERTORIALS\*

Size	Cost + VAT	Design Specification
Large	£750	Logo, 500 words, 2 images and 1 video (supplied as embedded YouTube video link), contact details
Small	£540	Logo, 250 words, 1 image and 1 video (supplied as embedded YouTube video link), contact details.

\*Includes print advertorial replicated in Greenkeeper International magazine minus video

## ELECTRONIC DIRECT MAIL

### E-SHOTS

Quantity	Cost + VAT	Design Specification
1 x E-shot	£300	E-shot to be supplied in html format with images embedded a week prior to scheduled send date.
5 x E-shots (across the year)	£1,360	

# BUNDLES & PACKAGES

Bundle Option*	Cost + VAT	Design Specification
Bundle 1	£2,875	Bundles include e-shots, magazine display adverts and advertorials, an online directory listing and membership handbook inclusion. Quantity depends on the bundle option you choose.  Please contact a member of the team to discuss each bundle option and to schedule your activity over a 12-month period.
Bundle 2	£3,360	
Bundle 3	£3,960	
Bundle 4	£4,670	

\*Bundle Options 1, 2, 3 & 4 only available each year prior to the print deadline of the membership handbook in June

# RECRUITMENT

Job Listing Type	Duration & Size	Cost + VAT	Design Specification
Online	2 Weeks Only	£445	Microsoft Word – unlimited job description
Online	4 Weeks Only	£645	Microsoft Word – unlimited job description
Online + Magazine Advert *	4 Weeks + Eighth Page Advert	£645	Microsoft Word – unlimited job description Logo, photograph & 120-word abbreviated job description
Online + Magazine Advert	4 Weeks + Quarter Page Advert	£815	Microsoft Word – unlimited job description Logo, photograph & 220-word abbreviated job description
Online + Magazine Advert	4 Weeks + Half Page Advert	£1,270	Microsoft Word – unlimited job description Logo, photograph & 500-word abbreviated job description

\*Complimentary advert if vacancy closing date coincides with next available magazine edition

# BUSINESS AFFILIATES

Affiliate Level	Contract Term	Cost + VAT
Supporter	12 Months	£3,000
Partner	12 Months	£9,000
Premium Partner	12 Months	£ POA

# REGIONAL PATRON SCHEME

Support Level	Package	Cost + VAT
National	Gold	£5,500
National	Silver	£3,000
Regional	Premium	£1,000
Regional	Connect Plus	£500
Regional	Connect	£250

\*Cost per region



# BIGGA TURF MANAGEMENT EXHIBITION

## EXHIBITION STAND

Exhibition Stand	Cost + VAT
Space Only	£209/m <sup>2</sup>
Full Shell	£229/m <sup>2</sup>

## GREENKEEPER INTERNATIONAL PREVIEW & REVIEW \*

Size	Dimensions	Cost + VAT	Design Specification
2 x Full Page	210mm (w) x 297mm (h)	£1,500	PDF format / 300dpi / CMYK / No spot colours with ticks and 3mm bleed all round  For adverts printing to the edge of the page place all important items at least 6mm from the edge
1 x Full Page	210mm (w) x 297mm (h)	£825	
2 x Half Page	184mm (w) x 133mm (h)	£900	
1 x Half Page	184mm (w) x 133mm (h)	£500	
2 x Quarter Page	90mm (w) x 133mm (h)	£775	
1 x Quarter Page	90mm (w) x 133mm (h)	£445	

\*Available to exhibitors only, featured in the December & February editions of Greenkeeper International magazine

## SHOW MAP \*

Position	Dimensions	Cost + VAT	Design Specification
Back Cover	105mm (w) x 148.5mm (h)	£1,200	PDF format / 300dpi / CMYK / No spot colours with ticks and 3mm bleed all round
Inside	105mm (w) x 148.5mm (h)	£900	

\*Available to exhibitors only | \*\*Limited quantity available on a first come first served basis

# CONTACT US

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