



POULTRY WORLD

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Rate Card

All advertisements subject to RBI's standard [terms and conditions](#).

4 colour	(Costs in £)
Full Page	2,500.00
Mini Page	1,650.00
1/2 Page	1,350.00
1/4 Page	750.00
1/8 Page	385.00
Inserts (up to 15g)	750.00
Inserts (15g+)	Price on Application
All rates relate to full colour advertisements	
Series Discount	
3 Insertions	2½%
6 Insertions	5%
9 Insertions	7½%
12 Insertions	10%

Effective May 2006

Advertisers' Checklist

- ▶ Re-designed and rebranded May 2006
- ▶ The only publication dedicated to commercial egg and poultry meat production and marketing
- ▶ Dedicated editorial environment
- ▶ A practical business tool for the industry
- ▶ Purchased by those interested in the poultry market
- ▶ No wastage