

countryside-alliance.org.uk

# UPDATE



## Advertising ratecard | The official magazine of the Countryside Alliance

### About Countryside Alliance

The Countryside Alliance was created in 1997 and works for everyone who loves the countryside and the rural way of life.

Through campaigning, lobbying, publicity, and education, the Alliance influences legislation and public policy that impacts the countryside, rural people, and their activities.

The Alliance is a membership organisation and has more than **105,000** active members.

### Membership

**Membership costs £51 per year.** The Countryside Alliance relies on the support of its members to champion their top 10 policies both locally and nationally.

These include: *housing* for local people seeking local jobs, encouraging *business innovation* and enterprise, creating a *sustainable environment*, protecting *rural services*, enrichment through *country pursuits*, promotion of *British farmers and producers*, *managing natural beauty and wildlife*, tackling *rural crime*, empowerment for *local democracy* in rural communities, and *bridging the gap* between urban and rural communities.

One of the main benefits of membership is insurance. Members are covered while taking part in any recognised countryside activity defined by the Board of the Countryside Alliance.

Coverage includes:

- **£10m** employers' liability
- **£10m** public/products liability
- **£30,000** personal accident permanent disability
- **£15,000** accidental death benefits

### Publication

**Update** is a high-quality, quarterly magazine designed exclusively for the members.

The magazine promotes the Alliance's interests such as hunting, fishing, shooting, food, rural affairs, the environment, food and rural affairs.

This is also an opportunity for the Alliance to share news on policy developments and upcoming events.

#### Regular features include:

- Comments
- News
- Events
- All about us
- Questions & answers
- Perspectives

### Key facts

- **Update** is mailed to all member households as part of their yearly membership package.
- Ideal environment for anyone targeting an audience that is passionate about country pursuits and is active in promoting rural policies.
- Readership demographics show our audience to be affluent countryside people that show an appreciation for healthy living, environmental sustainability and the great outdoors.

**COUNTRYSIDE  
ALLIANCE**

Love the countryside

# Media Information






## Distribution

Quarterly magazine – **March June, September & December**

Circulation **56,000** copies with an overall readership of 105,000

All copies are mailed to the individual member's home addresses as part of their membership package.

## Rates

	Size	(w) x (h)	Rates
	DPS – bleed	430 x 307mm	
	DPS – trim	420 x 297mm	<b>£6,720</b>
	Full page – bleed	220 x 307mm	
	Full page – trim	210 x 297mm	<b>£3,360</b>
	Half page – (h)	190 x 136mm	
	Half page – (v)	92.5 x 277mm	<b>£1,680</b>
	Quarter page	92.5 x 136mm	<b>£860</b>
	Classifieds (Single)		<b>£250</b>
	Classifieds (Double)		<b>£450</b>

## Premiums:

Outside back cover	<b>£3,696</b>
Inside front cover	<b>£3,864</b>
Inside back cover	<b>£3,528</b>

## Special positions

Guaranteed RHP or facing matter plus 10%.  
Cover positions by arrangement.

## Advertorials

Minimum one full page (+ £400 pp)

**Loose inserts** available for all mailed copies only. Rates and specifications available upon request.

## Cancellations

Sixty days prior to publication date.

**Agency discount** 10% off all prices plus VAT.

Rates shown are per issue, include colour, and are exclusive of VAT.



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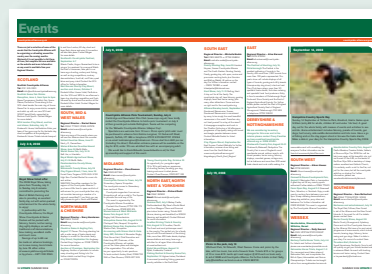
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