



NOTES FOR GUIDANCE – NEW ENTRIES

The preparation of information for the **Feed Additives** handbook requires thoroughness and does take some time. Some of the work is carried out, of necessity, by you as the product owner, and we are very grateful for your input. In order to keep the task as simple as possible and to minimise the likelihood of errors, please follow the steps below and supply product information by the due dates.

1. Email simon@simonmounsey.com to confirm this communication has reached the appropriate person at your company and to advise us of any information of which we should be aware in preparing the book (eg timing issues or names of individuals who will be responsible for authorising/checking your entries).
2. Complete and return the **Product Entry Form** by 23 February 2024. This can be completed on-screen and submitted electronically.
3. Email high-resolution files (JPG or PDF) of your **company logo** and each **product logo** for products to be included to simon@simonmounsey.com.
4. Forward us information on products you wish to be included as outlined below:

New products:

If you have products you wish to appear in **Feed Additives 2024** which have not been included in previous editions, please forward information about these by email (simon@simonmounsey.com). Where data sheets/SPCs are available electronically these are ideal but, in any case, the information provided must be in a form substantially similar to existing entries in the book.

Please return all material at your earliest possible convenience but, in any event, no later than 23 February 2024.

Please call Simon Mounsey on 01246 569967 if you have any questions.



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ADVERTISEMENT RATES 2024

Terms

Invoice on approval of proofs. Payment must reach Simon Mounsey Ltd within 30 days of the date of invoice.
Orders placed by UK based companies are subject to VAT. VAT will be added to prices stated below at the standard rate (20%).
Publication date: April 2024.

Space Rates

Space rates		Price
Space	Size depth x width (mm)	Inclusive of Colour and Bleed
Full Page	210 x 148	£2,450
Front Cover	150 x 165	£4,900
Back Cover / Inside Front Cover	210 x 165	£3,300
Divider Card (Index or Appendix)	210 x 148 or 210 x 134	£3,600
Bookmark	Max: 180 x 80	£2,650 (Based on all materials being supplied)

Special Positions

Guaranteed positioning facing a particular product entry	+20%
Positioning within Index or Appendix sections	+10%
Guaranteed left or right hand page	+10%
Any other guaranteed position	+10%

Inserts

Loose inserts £1,400 Bound inserts £1,800 (Maximum weight 15g — £30 per gram extra over 15g)

Mechanical Data

Presentation	A5: (210 x 148mm) Half Canadian Wiro Binding (binding width 12mm)
Bleed	Page: 216 x 154mm (allows 3mm at each edge) Index Divider Card: Refer to publisher Front Cover: 153 x 168mm (allows 3mm trim at foot and right hand edge) Inside Front and Outside Back Covers: 216 x 171 (allows 3mm trim at each edge) Inside Back Cover: 216 x 159 (allows 3mm trim at each edge) Note: for Outside Back Cover binding width is 25mm and for Inside Back Cover is 12mm

Copy Requirements

Advertising material should be supplied as PDF (Adobe Portable Document Format) by email or using a large file transfer service. PDFs must be created taking careful account of the mechanical data above to avoid loss of integrity of copy in the binding process.

No text or key graphical elements should be positioned within the 12mm binding width. This is the 12mm closest to the spine – the left edge of adverts placed on right hand pages or the right edge of adverts placed on left hand pages. These areas will be punched to accommodate the wire binding.

Crop marks should be placed on all bleed advertisements to indicate final trim size.

Copy Date

Copy date for the 2024 edition is 22 March 2024.

GRAPHIC WORK IS CHARGED EXTRA BY ARRANGEMENT