

# Advertising Information


Trailblazers is an organisation developed for the enthusiastic rider. It is a competition structure suitable for the true amateur/recreational rider with four levels of show jumping competitions over heights of .75M/.85M/.95M and 1.05M and three levels of dressage comprising of Preliminary, Novice and Elementary. These competitions are split into senior and junior sections and run over two rounds, culminating in a final. Trailblazers has launched its very own showing series with centres up and down the country running showing shows.

An advertisement in the Trailblazers magazine has a receptive and influential readership with a distribution to some 16,000 businesses and individuals. Whether your aim is to draw attention to a sales promotion, a new product range or raise awareness, advertising within the magazine is an effective way of reaching a target audience in a cost effective manner.

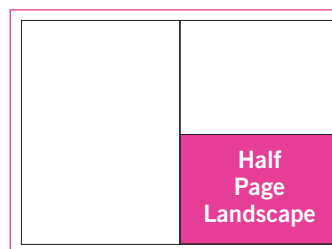
**For further information and advertisement sales contact Nicki Lewis:**

**T: +44 (0)1937 582111 F: +44 (0)1937 582778 E: [nickil@beta-int.com](mailto:nickil@beta-int.com)**

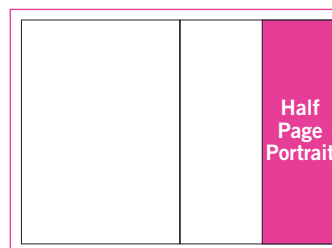
## Advertising rates and specification



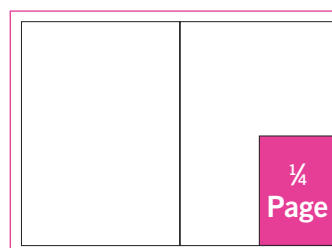
**Full Page**  
 Trim: 210x148mm  
 Bleed: 216x154mm  
 Full colour: **£638**



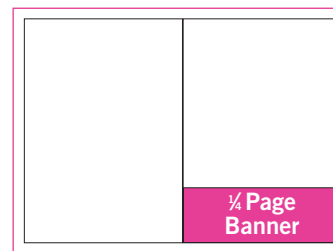
**Half Page Landscape**  
 Trim: 128x93mm  
 Bleed: 134x99mm  
 Full colour: **£356**



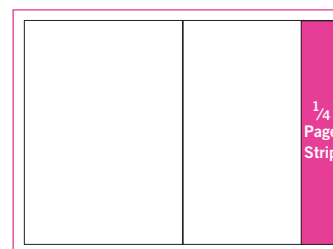
**Half Page Portrait**  
 Trim: 190x62mm  
 Bleed: 196x68mm  
 Full colour: **£356**



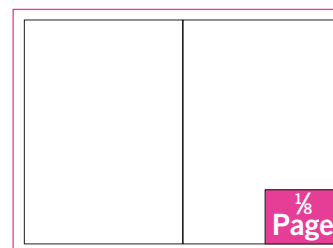
**Quarter Page Portrait**  
 Trim: 62.5x91mm  
 Bleed: 68.5x97mm  
 Full colour: **£195**



**Quarter Page Landscape**  
 Trim: 128x46mm  
 Bleed: 134x52mm  
 Full colour: **£195**



**Quarter Page Strip**  
 Trim: 190x30mm  
 Bleed: 196x36mm  
 Full colour: **£195**



**Eighth Page**  
 Trim: 62.5x45mm  
 Bleed: 68.5x51mm  
 Full colour: **£109**

<b>Web Directory</b> Full colour: <b>£30</b>	<b>Centre Listing</b> Full colour: <b>£30</b>
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### Advertising copy and publishing dates

**Spring Issue** - Advertising copy deadline - 10th February 2009  
 Proposed publishing date - 1st March 2009  
**Summer Issue** - Advertising copy deadline - 10th May 2009  
 Proposed publishing date - 1st June 2009

**Autumn Issue** - Advertising copy deadline - 10th August 2009  
 Proposed publishing date - 1st September 2009  
**Winter Issue** - Advertising copy deadline - 10th November 2009  
 Proposed publishing date - 1st December 2009

# Tips for supplying your work

We can accept artwork on CD or DVD, emails of up to 10mb can also be accepted. Files may be compressed if necessary. Please supply hard copy and pdf for visual representation. If the job requires folds, trims or perforations please mark on the proofs and supply a mock-up.

## Artwork

Artwork should be supplied in either QuarkXpress, Adobe Photoshop (version CS2 or below), Adobe Illustrator (version CS2 or below), Freehand (version MX or below) formats or Adobe Indesign.

We cannot accept finished artwork in either Word or Publisher formats.

All artwork should be in CMYK colour (not RGB) or in relevant spot colours, images should be 300 dpi and CMYK. All trap, overprint and knockout information within QuarkXpress must be correct when the artwork is supplied. Text boxes should be unlinked and page numbers should not be automated as this can cause reflow when the artwork is set up for print.

If supplying Quark, Illustrator, Freehand or Indesign documents with placed images these images should preferably be in JPEG format saved as maximum quality. Also to reduce file size please ensure the images have not been scaled below 75%.

## PDF's

Please be aware that alterations cannot be made to files supplied as PDFs. If a print ready PDF is provided then trim marks and bleed must be included, colours should be unchanged, images set to the highest quality and saved as single pages not spreads.

## Supplied Logos

All logos should be supplied in Illustrator, Photoshop or Freehand (see above for relevant versions). They should be high resolution (300dpi) or vectorised.

## Fonts

When supplying artwork all fonts used within the job must be supplied. Alternatively text should be converted to outlines.

## Bleed

Please include at least 3mm bleed on all artwork.

## File Formats

We can accept JPEG, TIFF, EPS and BMP file formats.

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We confirm our booking of a ..... advertisement

Duly authorised signatory .....

Print name .....

Company .....

Address .....

.....

.....

..... Postcode .....

Tel: ..... Fax: ..... Email: .....