



▲ An example of the Retail Butchers' Yearbook & Directory front cover.

# The indispensable annual for the retail butcher

**What is it?** The Retail Butchers Yearbook & Directory is the only annual guide of its type serving the independent sector in the UK.

**What's its frequency?** The print version of the Yearbook & Directory publishes annually in the late autumn and is available 365 days a year in digital format online.

**What is its pedigree?** The Retail Butchers Yearbook & Directory is published by meat industry media specialists Yandell Publishing Ltd. From the stable of the highly successful Meat Management magazine and the Meat Contacts annual directory, advertisers can therefore be assured of top quality presentation and coverage from the industry experts.

**What is its targeted readership?** A copy is sent to every independent retail butcher in the UK – the only publication to provide this guaranteed coverage. This makes the Retail Butchers Yearbook & Directory the biggest circulation meat trade publication serving the UK market and, in addition, don't forget the online version available to readers and advertisers - standard in the rate card package.

**Why a Retail Butchers Yearbook & Directory?** The independent sector is both vibrant and successful. The market has gone through considerable change over recent years, but the thousands of businesses now at the core of independent trading are often highly successful, profitable retailers serving both consumers and foodservice. The Retail Butchers Yearbook & Directory is designed to specifically meet the needs of today's modern trader. The annual publication includes articles and contributions from leading experts and trade organisations, shop profiles, recipes, product guides, specialist features and a unique comprehensive directory guide to industry suppliers. Advertisers now have a targeted opportunity to reach the full market potential of the independent sector in one high quality publication offering long shelf life, unique content and the unrivalled online backup of our e-zine edition.

**Digital Publications:** Your advert will appear in the print version posted to every UK butcher and of course our online edition for a full 12 months. Your online advert also includes a website hotlink direct to your website – all included in one low price.

## DIGITAL E-ZINE EDITION:

The Retail Yearbook & Directory is also available to readers in digital format via [butchersyearbook.com](http://butchersyearbook.com)

**Add a video to your advert in the digital edition for £195.00 - phone us for details.**

## Rates

<b>Outside Back Cover</b>	<b>£2,500</b>
<b>Inside Front Cover</b>	<b>£2,400</b>
<b>Inside Back Cover</b>	<b>£2,300</b>
<b>Full page</b>	<b>£2,200</b>
<b>Half page</b>	<b>£1,200</b>
<b>Quarter page</b>	<b>£675</b>
All rates are 4 colour and subject to VAT at current rate.	

## Inserts

<b>2 pages A4 (single sheet)</b>	<b>£795.00</b>
<b>4 pages A4</b>	<b>£1,250.00</b>
<b>6 pages A4</b>	<b>£1,460.00</b>
<b>8 pages A4</b>	<b>£1,750.00</b>
<b>12 pages A4</b>	<b>£2,440.00</b>
Rates based on paper weight of 90 gsm or less. Bound inserts 25% extra. All rates subject to VAT at current rate.	

## Specifications

<b>A4 publication perfect bound (depth first)</b>	
<b>Full page (type area)</b>	<b>273mm x 170mm</b>
<b>Full page (bleed)</b>	<b>297 x 210 + 3mm bleed all round</b>
<b>Half page (horizontal)</b>	<b>130mm x 178mm</b>
<b>Half page (vertical)</b>	<b>273mm x 82mm</b>
<b>Quarterpage (vertical)</b>	<b>130mm x 82mm</b>
<b>Double page spread</b>	<b>297mm x 420mm + 3mm bleed all round</b>
Disks must be Apple Mac compatible	