

# The Pulse magazine



Official Journal of the PGRO

## MISSION

To be the authoritative publication for all involved with pulses in the UK – whether grower, merchant, end user or researcher.

## FREQUENCY

Published three times a year at key decision times for the crop.

## EARLY MARCH

Just in time to update growing at a time when growers at a time when they are reaching key decision regarding their spring-sown pulse crops.

## EARLY MARCH, MID JUNE, EARLY DECEMBER

## CIRCULATION

It is sent to some 15,000 pulse growers, or potential growers.

This is through the controlled circulation list of CPM (Crop Production Magazine), the PGRO members list and to AICC Members. It is also distributed at our annual Grower Roadshows and at key agricultural events, such as Cereals.

## RESTRICTIONS ON ADVERTISING

It is a benefit to advertisers that the amount of advertising in each issue and the style of advertisements is limited to companies who meet the PGRO's objectives and who will be relevant to the editorial content.



Processors and Growers Research Organisation

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## RATES

Front Cover	210mm x 240mm	£1700
Inside front cover facing PGRO Editorial	210mm x 297mm	£1550
Inside page	210mm x 297mm	£1250
Inside half page	210mm x 148mm	£675
Back Cover	210mm x 297mm	£1450

## ADVERT SPECIFICATIONS

PDF files should be supplied in high resolution, at least 300dpi,

All fonts must be embedded or converted to outline.

Colours must be set to CMYK.

Files can be supplied in JPEG / TIFF format but must be at least 300dpi.

All files must contain 3mm bleed and crop marks at all corners.

## ADVERT DELIVERY

Email all Advert artwork in .zip format to:

sue@pgro.org or send on disc/memory stick to:

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