



# Countryside Recreation Network

## **MEDIA PACK FOR COUNTRYSIDE RECREATION 2010**

### ***Countryside Recreation Content Focus***

***Countryside Recreation*** is the journal of the Countryside Recreation Network. The purpose of the journal is to act as an exchange for sharing information, ideas and practical solutions that promotes best policy and practice in countryside recreation across the UK and Ireland. ***Countryside Recreation*** is free and is published twice a year. The editorial policy for the journal is to provide a platform for a fair and honest discussion on issues relating to countryside recreation. The Journal is not a lobbying or campaigning platform.

### **Features Planned**

The 2010/2011 features planned include:

Summer 2010 - "Sustainable Tourism"- July 2010

Autumn/Winter 2010 - "Green Infrastructures" - December 2010 - To be confirmed

Articles will be accepted from anyone from the Network organisations and other organisations and individuals who wish to share their knowledge, research findings, and practical experiences, or to promote policies and strategies in the provision and management of access, recreation, sport and active tourism. The Journal is not a lobbying or campaigning platform. We will not accept articles that are defamatory and potentially libellous. Rights of reply will be offered when organisations' actions are brought into question.

The CRN Network Manager will commission articles related to the specific themes that are part of each journal. We will also accept articles on a range of subjects for each issue but they must be related to the business of the Network members' remits. We do not carry advertorials for commercial enterprise.

If you would like to submit an article or a news item for consideration by the Editorial Board, please email the document or an abstract in word format to Magali Fleurot the Network Manager - [m.fleurot@shu.ac.uk](mailto:m.fleurot@shu.ac.uk) or the Kim Haigh the Network Assistant on [k.haigh@shu.ac.uk](mailto:k.haigh@shu.ac.uk) .

Please note the following submission deadline dates:

Summer 2010 Articles: Mid May 2010

News: Mid May 2010

Autumn 2010/11 Articles: Mid October 2010

News: Mid October 2010

Summer 2011 Articles: Mid May 2011

News: Mid May 2011

We cannot guarantee inclusion of news items.

## CIRCULATION FIGURES FOR *COUNTRYSIDE RECREATION*

### Circulation by Type of Organisation

Type of Organisation	No. of subscribers
Academics (Colleges, Schools & universities )	467
Central Government and Government Agencies	648
Charity	257
Conservation Organisations and Volunteers	117
Consultants	112
Individual	259
Local Authority (including Country Parks)	996
National Park Authorities	103
National Governing Bodies and Sports Associations	106
Other	369
Tourism	43
Private companies	86
Water companies	17
Student	131
Disabled Organisations	5
Foreign Business	9
Landowner Associations	5
Media	18

### Circulation by Country

Country	No. of Subscribers
England	2352
Northern Ireland	214
Republic of Ireland	343
Scotland	337
Wales	321
Europe /Rest of the World	181
<b>Total</b>	<b>3748</b>

\* Circulation figures are based on subscriptions as at March 2010

## **Advertising Policy**

We reserve the right to refuse advertisements that are deemed unsuitable for the journal. The editor's decision is final.

Advertising in the journal is limited and therefore adverts will be taken on a first come first serve basis.

## **Publishing Data**

Advertising is only available on the outer and inside rear cover of the journal in set sizes. All ads must be delivered as the finished article. Please ensure adverts are supplied to the correct size and specifications. Any work carried out by us to correct wrongly supplied files will be charged to the advertiser at industry rates.

Cancellations - all cancellations must be advised in writing and will be confirmed to you in writing by return.

Series Cancellations - Where discounted rate series are cancelled prior to completion, all insertions up to the point of cancellation will be re-invoiced at the full rate card price.

## **Deadlines for Adverts**

### **Summer 2010 Journal**

Adverts to be confirmed by end April 2010  
Adverts to be received by mid May 2010

### **Autumn/Winter 2010 Journal**

Adverts to be confirmed by mid October 2010  
Adverts to be received by end October 2010

## Rate Card 2010

2009 Advertising Rates	Size	Full Colour
Rear Inside Cover (portrait only)	Full Page	£600
Rear Inside Cover (landscape only)	Half Page	£450
Rear Outside Cover (portrait only)	Full Page	£800
Rear Outside Cover (landscape only)	Half Page (central section on outside page.. dimensions work out slightly over 1/2 page)	£600

*\*Discounts - 10% discount for series booking of 3 ads.  
10% agency discount.*

Other marketing opportunities include inserts into the journal. This is an inexpensive way of getting your information directly into the hands of your target audience.

### Cost of Inserts

No. of Sheets	Cost
One Sheet of A4	£500
Two Sheets of A4	£550
Three Sheets of A4	£600
Four Sheets of A4	£650

*To place more than four sheets of A4 in the journal, please contact the Network Manager to discuss the price.*

*\*The required number of inserts will be confirmed on order. There is no discount available on inserts.*

## Technical Information

Mechanical Data	Ad Size	Dimensions
		Width x height
Rear Inside Cover (portrait only)	Full Page	210 x 286 mm
Rear Inside Cover (landscape only)	Half Page	210 x 143.5 mm
Rear Outside Cover (portrait only)	Full Page	210 x 286 mm
Rear Outside Cover (landscape only)	Half page	210 x 180 mm

## Acceptable File Formats

Please supply completed ad set to size either

- as eps or jpeg in Photoshop 300dpi resolution - all colours CMYK

*\*All ads should be accompanied by a proof pdf.*

*\*Please note we will only accept pre-set advertisements.*

The advertisement can be emailed to Magali Fleurot - [m.fleurot@shu.ac.uk](mailto:m.fleurot@shu.ac.uk) or Kim Haigh - [k.haigh@shu.ac.uk](mailto:k.haigh@shu.ac.uk). Alternatively, the advertisement can be sent on CD to the following address:

Countryside Recreation Network,  
Sheffield Hallam University,  
Unit 1, Sheffield Science Park,  
Howard Street,  
Sheffield,  
S1 2LX.

For deadline details or any other questions please contact Magali Fleurot on 0114 225 4494 or Kim Haigh on 0114 225 4653.