



Binsted Online Magazines Digital Banner Sponsorship Opportunities

Online Magazine Top Banner

Place your banner advert at the top of our online magazines and link through to your website. Each banner appears for 20 seconds before cycling to the next and there are a maximum of six banner adverts per issue to allow greater exposure which cycle in order (1, 2, 3, etc.).

Banner widths can be anything from 400 to 1200 pixels with a standard height of 60 pixels. Banners and links will last for the duration of the issue and cannot be changed mid-issue. Any new adverts or links will be changed at the next available issue.

Requirements:

- Static banner advertisement sized 400-1200 x 60px supplied as JPG or PNG
- Confirmed website address for linking

	Position	Dimensions	Cost (per issue)	Maximum adverts (per issue)
IBP	Top of online mag	400-1200 x 60px	£200	6
FPPI	Top of online mag	400-1200 x 60px	£200	6
CHP	Top of online mag	400-1200 x 60px	£200	6

Unfortunately we cannot offer agency discounts for online banner adverts.

Online Magazine Introduction Banner

Gain maximum exposure with a Magazine Introduction Banner. This appears to the left of the front cover of the digital magazine and is a great accompaniment to the cover advert. Only one static banner is available per issue but this will always be visible next to the front cover and can link to any URL provided.

Requirements:

- Banner advertisement sized 300 x 250px supplied as JPG or PNG.
- Confirmed website address for linking

	Position	Dimensions	Cost (per issue)	Maximum adverts (per issue)
IBP	Left of online mag	300 x 250px	£225	1
FPPI	Left of online mag	300 x 250px	£225	1
CHP	Left of online mag	300 x 250px	£225	1

Unfortunately we cannot offer agency discounts for online banner adverts.

Email Announcement Banner

Once per issue an email is distributed to our registered readers advising that the latest online edition is now available. Within this email you can have an exclusive banner advert that appears at the top of the email. Like the online magazines this can link to any website but is limited to only one advert per email and is only distributed once per issue.

Requirements:

- Banner advertisement sized 468 x 60px supplied as JPG or PNG
- Confirmed website address for linking



	Position	Dimensions	Cost (per email)	Maximum adverts (per email)
IBP	Top centre of announcement email	468 x 60px	£249	1
FPPI	Top centre of announcement email	468 x 60px	£249	1
CHP	Top centre of announcement email	468 x 60px	£249	1

Unfortunately we cannot offer agency discounts for email announcement banners.

Placement & Copy Deadlines 2022

INTERNATIONAL



Online Distribution

3,743

(as at 08/10/21)

	Order Deadline	Copy Deadline
January	32 November 2021	1 December 2021
February	6 January	13 January
March	8 February	15 February
April	10 March	17 March
May	7 April	14 April
June	5 May	12 May
July	9 June	16 June
August	9 July	16 July
September	4 August	11 August
October	8 September	15 September
November	6 October	13 October
December	10 November	17 November

FOOD PACKER

& PROCESSOR INTERNATIONAL

Online Distribution

3,475

(as at 08/10/21)

	Order Deadline	Copy Deadline
January/February	15 December 2021	22 December 2021
March/April	24 February	3 March
May/June	21 April	28 April
July/August	21 June	28 June
September/October	25 August	1 September
November/December	26 October	2 November

CHP Packer

Cosmetics, Healthcare & Pharmaceuticals Packer INTERNATIONAL

Online Distribution

2,643

(as at 08/10/21)

	Order Deadline	Copy Deadline
Winter	3 February	8 February
Spring	24 March	31 March
Summer	21 July	28 July
Autumn	03 November	10 November