

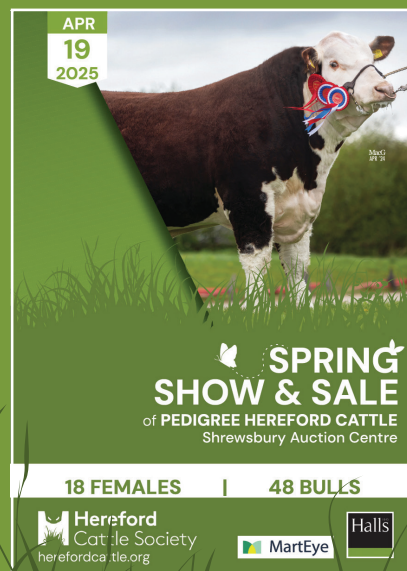
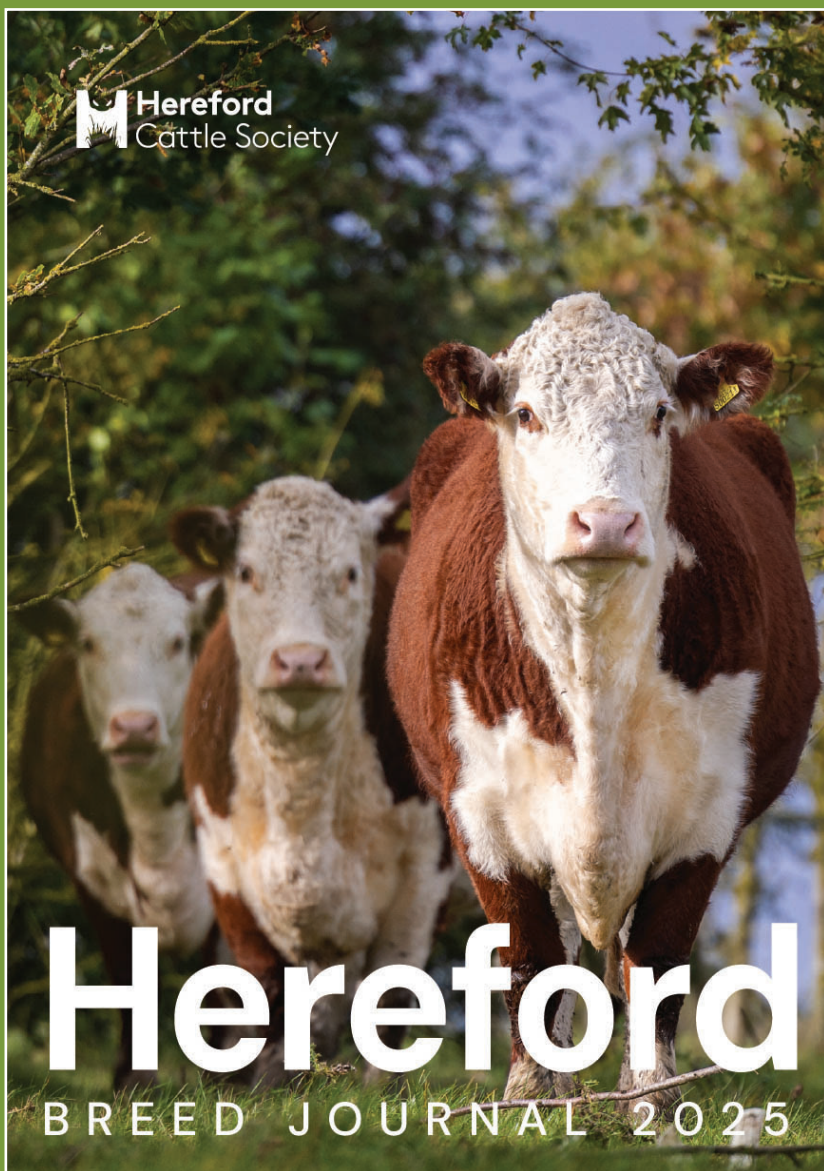


Hereford
Cattle Society

Advertising Opportunities

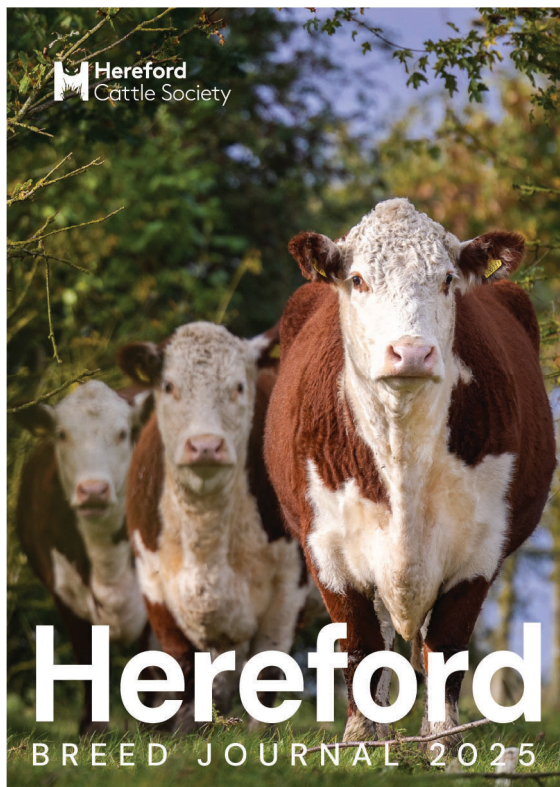
Rates | Specifications | Data

2025



All copy and artwork should be sent to: Steve Rivers
Hereford House, 20 East Street, Hereford HR1 2LU

Tel: 01432 275566 | steve.rivers@herefordcattle.org | www.herefordcattle.org



Hereford Breed Journal

Published December, annually

A4 – 200+ pages

Our prestigious annual archive of the years events, awards, features and news

3,000 printed copies sent direct to all members and available at all major shows and online with over 10,000 readers in total both UK and overseas

A vital resource for those already in Herefords or considering bringing them into their herds, both pedigree and commercial crosses.

To view previous issues visit our website:
www.herefordcattle.org/the-breed/breed-journal

All copy and artwork should be sent to:

Steve Rivers

steve.rivers@herefordcattle.org

Tel: 01432 275566

Hereford House, 20 East Street, Hereford HR1 2LU



Hereford Cattle Society

Hereford Breed Journal

Full Page (Portrait) £600 – Members Discount Rate £440

includes 1 full page advert in 1 issue of Hereford Happenings Free of Charge

Bleed size = 210mm (width) x 297mm (height) trim
 plus 3mm bleed (216 x 303mm)
 Type Area Size = 188mm (width) x 276mm (height)

Half Page (Landscape) £385 – Members Discount Rate £275

includes 1 half page advert in 1 issue of Hereford Happenings Free of Charge

Size = 188mm (width) x 133mm (height)

Quarter Page (Portrait) £230 – Members Discount Rate £165

includes 1 quarter page advert in 1 issue of Hereford Happenings Free of Charge

Size = 90mm (width) x 133mm (height)

Back Cover £800

Inside Front Cover £695

Inside Back Cover £695

Hereford Breed Journal & Hereford Happenings

Full Page (Portrait)

HBJ & 3 issues of HH = £765 – Members: £530*

HBJ & 6 issues of HH = £1,100 – Members: £730*

Half Page (Landscape)

HBJ & 3 issues of HH = £495 – Members: £380*

HBJ & 6 issues of HH = £715 – Members: £470*

Quarter Page (Portrait)

HBJ & 3 issues of HH = £295 – Members: £200*

HBJ & 6 issues of HH = £425 – Members: £280*

**First issue free of charge*

Adverts can run in Hereford Happenings after receipt of booking form. No need to wait till after the Breed Journal and are valid for 12 months from Breed Journal booking

Copy Deadlines

Artwork should be supplied as final press ready pdf with all images and colours cmyk (not rgb) and minimum 300dpi and should be sent to Steve Rivers by the copy deadlines below:

Hereford Breed Journal 2026: 28th November 2025

For adverts requiring layout by us, please supply text in Microsoft Word format and images as 300dpi cmyk by the copy deadlines below:

Hereford Breed Journal 2026: 31st October 2025

To maintain the quality of the journal, please ensure submitted photographs are of the highest quality. Professional photography is preferred and we can supply a list of specialist livestock photographers from across the country if required.

All advertisers will receive a proof for approval prior to final printing. Any major alterations to original copy provided will be subject to an author's correction charge.

Please don't hesitate to contact us for any advice or assistance in laying out your advert.



Hereford Happenings

Published 6 times per annum

A4 – 16+ pages per issue

Electronic flip book newsletter delivered direct to members and subscribers inboxes totalling over 1,500, plus traffic from our website and shared with our 21,000 followers on Facebook

Up to date news and information from the Society and world of Hereford's

To view previous issues visit our website:
www.herefordcattle.org/herford-happenings

Hereford Cattle Society

Hereford Happenings

Per issue – early bird offer (2025 only)

Full Page (Portrait) £125

Half Page (Landscape) £82

Quarter Page (Portrait) £49

Per issue – early bird offer (2025 only)

Members special discounted rates

Full Page (Portrait) £75

Half Page (Landscape) £50

Quarter Page (Portrait) £30

*Herd Directory Listing (6 issues) 60mm x 38mm landscape
 (linking to your own website or Social Media page: £50)*

Copy Deadlines

Artwork should be supplied as final press ready pdf with all images and colours cmyk (not rgb) and minimum 300dpi and should be sent to Steve Rivers by the copy deadlines below:

Hereford Happenings: 1 week prior to publication TBA

For adverts requiring layout by us, please supply text in Microsoft Word format and images as 300dpi cmyk by the copy deadlines below:

Hereford Happenings: 2 week prior to publication TBA

All copy and artwork should be sent to:

Steve Rivers

steve.rivers@herefordcattle.org

Tel: 01432 275566

Hereford House, 20 East Street, Hereford HR1 2LU

To maintain the quality of the journal, please ensure submitted photographs are of the highest quality. Professional photography is preferred and we can supply a list of specialist livestock photographers from across the country if required.

All advertisers will receive a proof for approval prior to final printing. Any major alterations to original copy provided will be subject to an author's correction charge.

Please don't hesitate to contact us for any advice or assistance in laying out your advert.

APR

19

2025



SPRING

SHOW & SALE

of PEDIGREE HEREFORD CATTLE
Shrewsbury Auction Centre

18 FEMALES

|

48 BULLS

Hereford

Cattle Society

herefordcattle.org

MartEye

Halls



Hereford Cattle Society

Official Show and Sale Catalogues

Two issues Spring & Autumn

Full Page (Portrait)

One issue = £150 Members £105

Two issues = £200 Members £140

Half Page (Landscape)

One issue = £95 Members £67

Two issues = £125 Members £87

Society Show & Sale Catalogues

Published for the Spring and Autumn Official Show & Sales

A5 – 60+ pages per issue

Spring and Autumn editions in both print and online

The Society's official Shows and Sales, where the very best premium Herefords are shown, weighed, tested and sold at the best market prices

To view previous issues visit our website:

https://issuu.com/theherefordcattlesociety/docs/spring_show_sale_of_pedigree_hereford_cattle

Sponsorship opportunities also available for the Society's official Show & Sales, Please email hello@herefordcattle.org for more information.

Copy Deadlines

Artwork should be supplied as final press ready pdf with all images and colours cmyk (not rgb) and minimum 300dpi and should be sent to steve.rivers@herefordcattle.org by the copy deadlines below:

Show and Sale Catalogues: 2 weeks prior to publication TBA

For adverts requiring layout by us, please supply text in Microsoft Word format and images as 300dpi cmyk by the copy deadlines below:

Show and Sale Catalogues: 3 weeks prior to publication TBA

All copy and artwork should be sent to:

Steve Rivers

steve.rivers@herefordcattle.org

Tel: 01432 275566

Hereford House, 20 East Street, Hereford HR1 2LU

To maintain the quality of the journal, please ensure submitted photographs are of the highest quality. Professional photography is preferred and we can supply a list of specialist livestock photographers from across the country if required.

All advertisers will receive a proof for approval prior to final printing. Any major alterations to original copy provided will be subject to an author's correction charge.

Please don't hesitate to contact us for any advice or assistance in laying out your advert.