



**Herefordshire**  
Wildlife Trust

# Wildside

Media Information Pack 2024

*Wildside* is published by Herefordshire Wildlife Trust, the county's largest membership organisation. It is three times a year and is circulated to our 7,000 members, corporate supporters, local and regional media outlets, local decision makers and community hubs. Well loved in the community, *Wildside* delivers high quality content on conservation projects, wildlife information and special features such as interviews, editorials and guides from Herefordshire Wildlife Trust and beyond.

## About Herefordshire Wildlife Trust

At Herefordshire Wildlife Trust, our vision is for a county that is bursting at the seams with wonderful wildlife and our mission is to put nature into recovery. Managing 60 Nature Reserves, covering over 530 hectares of land reserved for wildlife, The Trust has been taking action for nature in the county for over 60 years. From supporting farmers to find nature friendly solutions, advising local community groups on their green spaces, and restoring habitat features such as ponds and orchards, The Trust is dedicated to restoring and celebrating Herefordshire's unique natural heritage.



**The Herefordshire Wildlife Trust Limited**

Registered Office in England and Wales: Queenswood Country Park & Arboetum, Dinmore Hill, Nr Leominster, HR6 0PY

Charity No. 220173, Company No. 743899 VAT No. 350 707 122

Image Credits; Workparty (c) HWT, Queenswood (c) Trevor Hulme, Family on Nature Reserve (c) Matthew Roberts



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REGULATOR**

## Reader Profile

Herefordshire Wildlife Trust has a broad and varied supporter base featuring young families, students through to those who have retired. What joins our members together is that they all share a love of nature our members show an active concern for the protection of our precious natural heritage and are passionate about taking action for nature in order to put it into recovery. They appreciate and value what nature has to offer and enjoy the benefits of the outdoors in a relaxed way.



## Advertising Rates

90mm wide x 60mm high  
inc 3mm bleed  
(1/8th Page)  
£25

ideal for : special offers

90mm wide x 125mm high  
inc 3mm bleed  
(1/4 page)  
£50

ideal for: business showcases

185mm wide x 125mm high  
inc 3mm bleed  
(1/2 page)  
£100

ideal for: more in-depth adverts

216mm wide x 303 mm high  
inc 3mm bleed  
(full page)  
£250

ideal for: articles and editorials

Note - Prices not inclusive of VAT



## Technical Specification

- Placed images must be no smaller than 300dpi at 100%
- Please place TIFF (no ZIP, LZW or JPEG compression) or EPS files. PDF is also fine.
- Save all placed images as CMYK
- We cannot accept responsibility for exact colour reproduction
- Adobe Illustrator files must have fonts converted to outline
- All artwork submitted must be supplied with a 3mm bleed and crop marks on all side
- All artwork should be submitted with a note confirming the advert size, issue to be published in and the advertisers contact details.



## Copy Deadline

<b>Issue</b>	<b>Copy Deadline</b>	<b>Publication Date</b>
Spring 2024	Monday, 5th February	March 2024
Summer 2024	Monday 20th May	Mid June 2024
Autumn/Winter 2024	Monday 16th September	Mid October 2024



## Terms and Conditions

- Herefordshire Wildlife Trust will review all artwork submitted to ensure it is compliant with our guidelines and those of Trade Descriptions Act 1968. The Trust will notify the advertiser of any concerns regarding the artwork supplied and give the opportunity to resupply. If the advertiser chooses not to replace the artwork, Herefordshire Wildlife Trust cannot be held responsible for reproduction issues.
- Herefordshire Wildlife Trust shall provide 4 weeks notice in the event of cancellation of advertisement or production.
- Once artwork is received, Herefordshire Wildlife Trust will invoice the advertisers and payment must be received within 28 days of the invoicing date.
- The advertiser accepts that the advertisement does not contravene the provisions of the Trade Descriptions Act 1968 or its amendments, or make any misleading claims.
- The advertiser accepts that in the event of an error appearing in the advertisement, the maximum liability will be the cost of the said advertisement and the publisher will not be liable for any loss or damage arising for such omission or error; the publisher has a right to refuse any image supplied if the quality does not meet the required standard; and the publisher's decision is final.
- Where Herefordshire Wildlife Trust feel that an advert does not align with our policy or messages, we reserve the right to refuse and/or remove an advert at any time.

## Contact Us

For more information, and to place your advert, please contact;  
Frances Weeks  
Head of Communication and Fundraising  
[f.weeks@herefordshirewt.co.uk](mailto:f.weeks@herefordshirewt.co.uk)  
T: 07377 526048



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