

GUIDELINES FOR ADVERTISERS

For advertisements submitted to IFOAMs English language journal

Ecology & Farming

Prices are given in Euros. Please add 16 percent VAT to the total charge of advertisements booked (when applicable)*.

All advertisements are in black and white apart from the cover page.

The rates are as follows:

| Format | Width in cm | Height in cm | Price in Euro |
|-------------------|-------------|--------------|---------------|
| Full page - color | | | |
| Back cover | 18 | 26 | 750 |
| Full page - color | | | |
| Inside covers | 18 | 26 | 650 |
| Full page | | | |
| Within text | 18 | 26 | 450 |
| Quarter page | | | |
| Horizontal | 18 | 13 | 300 |
| Quarter page | | | |
| Vertical | 9 | 13 | 180 |
| Quarter page | | | |
| Horizontal | 18 | 6,5 | 180 |
| Eighth page | | | |
| vertical | 9 | 6,5 | 120 |
| Inserts (1,000) | | | 700,- |

The number of inserts is limited. Early booking is advised. Cover pages are limited to three, and are often sold early.

Discounts

We are happy to offer a discount of 20% for booking of three consecutive advertisements.

Typesetting

The above prices are based on us receiving 'ready to print' copy, which should be either on disk (please let us know the type of disk and program in advance), film or a camera-ready paper copy (laser print). If you wish us to do the design and typesetting please add 20 Euros per eighth page designed.

Payment

Invoices will be sent by the IFOAM Head Office after printing of the magazine in Euros, and can be paid via credit card or bank transfer (there is a surcharge for checks). VAT of 16 per cent will be added to all total invoices.

Deadlines 2005-2006

Issue no. 39:

Booking deadline - Extended to January 7th 2006

Issue no. 40:

Booking deadline - March 31st, 2006

- If you require additional services from those stated above, please contact the Head Office, which will be happy to discuss your needs.
- Please note that advertisements must not be in contradiction to organic agriculture and the environmental identity of our magazine. The editor, therefore, reserves the right to refuse any advertisements deemed contrary to this identity.

Please send all inquiries and bookings to:

IFOAM Bonn Office, Charles-de-Gaulle-Str. 5, Bonn, 53113, Germany.

Phone: +49 228 926 50-12, Fax: +49-228 926 50-99, E-mail:

n.sorensen@ifoam.org

* According to German tax law, a charge 16% V.A.T applies to the following circumstances:

1. For all advertisers inside Germany
2. For advertisers inside the EU who have not indicated their VAT number.
3. For all advertisers outside the EU who are not-for-profit organizations.



INTERNATIONAL FEDERATION OF ORGANIC AGRICULTURE MOVEMENTS

BOOKING FORM FOR ADVERTISERS

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Ecology & Farming

Issue in which I would like to place an advertisement -----

Format:

Back cover -----

Full page (inside covers) -----

Full page -----

Half page -----

Quarter page -----

Eighth page -----

Inserts -----

Please send me a sample copy of the magazine -----

Contact:

Address:

Tel/fax/Email:

Please send all inquiries and bookings to:

IFOAM Head Office, Charles-de-Gaulle Strasse 5, Bonn, 53113, Germany.

Phone: +49 28 92650-10, Fax: +49-228 926 50-99,

E-mail: n.sorensen@ifoam.org

UNITING THE ORGANIC WORLD