



ACES Council 26 April 2024

2024/25 ACES' TERRIER ADVERTISING TARIFFS

Background

When I took over as Editor in 2012, the income from advertising covered the total costs of producing ACES' Terrier in hard copy. It was agreed in 2015 that while the Terrier remains self-financing, ACES continues to provide a printed copy to all ACES members, advertisers, regular supporters and contributors.

Advertising rates were last increased in 2015, by around 5%.

Changes since 2020

There have been major changes since spring 2020, both external with the fallout from Covid-19, and internal, with the establishment of corporate membership. The world has become more digital and a proportion of members and guests have elected to read ACES' Terrier online. The print run has as a consequence reduced from 500 to 400.

The package of benefits for corporate membership includes 4 full page advertisements in ACES' Terrier, so while there has been no significant change in the total number of adverts included in the journal, some previous advertising income is now incorporated in the corporate membership budget head.

The advertising year is now geared to the same date as the corporate membership year (1st July).

Expenditure and income

The total cost of producing ACES Terrier (editor costs, publisher costs, printing and postage) for the last four issues is £21,556. This compares with costs of £17,395 in my previous report to Council in January 2021. With the exception of the largest ever Terrier of Spring 2020 (only available by pdf, not hard copy due to lockdown), the volume of material in recent Terriers has often exceeded content in issues of previous years.

The 2021 report stated income was £18,000. Total income purely from advertising for the last four issues was £11,600 (one company still to pay). There are at present 9 firms advertising (including the 3 corporate members). There is one new advertiser taking a year's subscription commencing 2024 Spring Terrier (at the current rate). All the companies have been loyal for many years, of which the majority take full page colour advertisements (cost

£2,300). Together with the new advertiser, the amount of income that may be **attributed** to ACES' Terrier is £20,800. Occasional one-off advertisements are also sold during the year.

Proposed revised advertising tariffs

The table shows current rates and proposed rates for a full year's advertising (4 issues). The new rates have been rounded, but reflect between 11-13% increase on the rates set in 2015.

	2015 rates	Proposed 2024 rates
Full page	£2,300	£2,600
Half page	£1,800	£2,000
Quarter page	£1,500	£1,700

On the assumption that all advertisers commit to the new tariffs, actual and attributed income to offset the costs of ACES' Terrier for 2024/25 is £23,200.

There is a risk that some current advertisers will not renew at the proposed rates. In former times, previous editors exercised some flexibility in negotiating rates to encourage advertisers to commit. In view of the status of ACES' overall financial position, it is proposed that the Editor retains flexibility to negotiate tariffs with current advertisers, rather than lose them.

Recommendations

- 1) The proposed 2024 rates be approved; and
- 2) The Editor, in her discretion, be given flexibility to negotiate reasonable reductions in the rates.

Betty Albon, ACES Editor
March 2024