

**PINES AND CHINES MAGAZINE
ADVERTISING TERMS & CONDITIONS
FEBRUARY 2026**

Our terms and conditions set out to prospective advertisers which advertising is accepted and not accepted in the magazine, without being too prescriptive or detailed. It is not an exhaustive list.

Please read these carefully and let us know if you have any questions.

Advertiser Responsibility

- You must ensure your advertisement is legal, truthful, honest and decent and meets UK advertising codes: Advertising Standards Authority (ASA)(<https://www.asa.org.uk>) and Non Broadcast Code (CAP) (<https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html>).

Publisher Rights

- All advertisements are accepted subject to Pines and Chines' approval of the copy and the availability of advertising space.
- Pines and Chines reserves the right to omit an advertisement at any time before publication or reject any advertisement without reason, at its sole discretion, if it does not conform to its standards of decency, taste, self-imposed policies or any other applicable laws or mandatory rules.
- Pines and Chines reserves the right to refuse to print advertising it considers to be outside of the aims of the magazine or to be detrimental to any person(s) or institution.

Content, Compliance & Advertisement Formats

- Advertisements must be relevant to the local area and not misleading or offensive, adhering to UK marketing rules.
- Advertising space is limited and this is intentional. Advertisements are allocated at the Editor's discretion to ensure appropriate balance and quality in the magazine. We are committed to two thirds editorial content and one third advertising.
- Pines and Chines cannot guarantee a particular placing within an issue.
- Advertisers are solely responsible for proof reading the advertisements they submit to Pines and Chines. Pines and Chines will make every effort, but cannot guarantee, that errors made by the advertiser will be amended and is not liable for any errors published.
- Advertisers should present their own artwork, supplied in digital format using high resolution PDF files, otherwise the quality of the final advertisement cannot be guaranteed.
- Full colour advertisements are requested.

Misleading Appearances

- Content submitted as an article that is considered advertorial will not be published as editorial. Contributors will be offered the opportunity to publish such material as an advertorial at the relevant advertising rate, clearly labelled as such and independent from editorial. Submissions not taken up as advertorials will be declined.

Advertising Costs & Artwork Specs

- Inside Front Cover (full page) £165
- Inside Back Cover (full page) £165
- Advertorial* (full page) £155
- Full page £155
Full page spec: 148mm wide x 210mm high
- Half page £80
Half page spec: 133mm wide by 90mm high
- Quarter page £35
Quarter page spec: 60mm wide by 90mm high

**Advertorial: an eye catching and effective way of promoting your business without looking like an advert. Cost is the same as a full page advert. Layout is at the discretion of the editor.*

Payment

- Invoices will be emailed from the BPCCRA Treasurer after each issue is published, with payment requested via Bank Transfer. Payment terms are strictly 14 days.

Further information

- If you have any questions please contact Annabel Stemp, Editor Pines and Chines
ed.pinesandchines@icloud.com