

PINES AND CHINES MAGAZINE
ADVERTISING RATE CARD, TERMS & CONDITIONS
AUGUST 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.
- Except for confirmed premium positions, 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 (except for Community Businesses & Services advertisements which will be created by Pines and Chines from information provided). 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 Rate Card & Artwork Specs

Bookings and information: ed.pinesandchines@icloud.com

Premium positions

If you would like a premium position please indicate your first and second choice when confirming your request. If more than one advertiser requests the same position, placement will be confirmed after the booking deadline. Premium positions are limited, subject to availability and do not automatically carry over between editions.

- Outside Back Cover (full page) **£225**
- Inside Front Cover (full page) **£195**
- Inside Back Cover (full page) **£195**

Standard advertising

- Advertorial* (full page) **£200**
- Full page **£180**
Full page spec: 148mm wide x 210mm high
- Half page **£90**
Half page spec: 133mm wide by 90mm high

**Advertorial*: a full page editorial style feature about your business, shaped and edited by Pines and Chines from copy supplied by you. Final content and layout are at editor's discretion.

Community Businesses & Services

- Community Businesses & Services **£30** per space

An affordable advertising option for smaller local businesses and services. Simply provide your logo, contact details and up to 25 words about your business and we'll create the advert for you. Example layout for illustration only:

 PINES AND CHINES OUR COMMUNITY | OUR ENVIRONMENT | OUR AREA

Community Businesses & Services

Local people, local services, supporting our community

 OAKDALE GARDEN SERVICES A well kept garden all year round • Garden maintenance • Hedge cutting & pruning • Planting & tidy ups • Friendly, reliable service Call Tom on 07932 567890 oakdalegardenservices@gmail.com	 BRANKSOME DECORATORS Quality finishes for your home Interior & exterior painting Wallpapering Small repairs Clean, tidy and reliable Call Matt on 07715 345678 branksomedecorators@gmail.com
 Happy Paws DOG WALKING & PET CARE • Group & individual walks • Pop-in visits • Feeding & companionship • Fully insured Happy gets happier days! Call Lucy on 07811 234567	 DW IT SUPPORT Tech help without the jargon! • Computer & laptop repairs • Wi-Fi and home networks • Help with phones & tablets • Friendly, local service Call Dan on 07590 123456 dwitupport@gmail.com
 Poole Bay CLEANING SERVICES A cleaner, brighter home • Regular and one-off cleans • Homes, holiday lets & offices • Reliable and trustworthy • References available Call Sarah on 07825 987654 poolebaycleaning@gmail.com	 LOCAL HANDYMAN Small jobs, big help • General repairs • Flat pack assembly • Shelving, doors & more • Friendly, reliable service Odd jobs tidied up so you don't have to! Call Alex on 07738 445566
 Serenity BEAUTY & WELLBEING Look good. Feel good. • Facials • Manicures & pedicures • Waxing • A calm, local retreat Call Emma on 07912 345678 serenitybeauty@gmail.com	 Green Move RUBBISH CLEARANCE Clear space for what matters • House, garden & garage clearance • Single items or full loads • Environmentally responsible • Local and reliable Call Chris on 07341 998877 greenmoverubbish@gmail.com

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Payment

- Invoices will be emailed from the BPC CRA 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