

PRO OPERATOR

Best practice in the field

ADVERTISING GUIDE | 2025

Pro Operator is the official NRoSO magazine sent to all members of the National Register of Sprayer Operators.

Unrivalled circulation – Pro Operator is received by over 21,000 NRoSO members.

Readers are key influencers – sprayer operators, farmers, contractors and managers.

The only magazine targeted to reach this important audience, now with its own website www.eioperator.com

Authoritative editorial promotes best practice and helps operators to improve application, operator safety and environmental protection.

Pro Operator is published three times a year – in December, May and September – ahead of the important shows, events and application seasons.



RATES

RATES	SIZE	PRICE (ex VAT)
Double Page	330mm (w) x 240mm (h)	£2,990
Full Page	165mm (w) x 240mm (h)	£1,995
Half Page	147mm (w) x 104mm (h)	£1,340
Quater Page	99.66mm (w) x 104mm (h)	£866
One Column	46.33mm (w) x 204mm (h)	£1,040

SPECIAL POSITIONS

FORMAT	SIZE	PRICE (ex VAT)
Back Cover	165mm (w) x 240mm (h)	£2,400
Inside Front Cover	165mm (w) x 240mm (h)	£2,250
Inside Back Cover	165mm (w) x 240mm (h)	£2,200

Other sizes may be available by arrangement with the publisher



INSERTS

Rates Per 1,000

£71

Price (ex VAT)

Minimum size A6, maximum size 160mm x 230mm, maximum weight 10g

Discounts for series bookings may apply. Please contact the publisher for details.

Agency discounts must be agreed up-front and cannot be subsequently deducted once the price has been agreed.

All prices quoted are subject to VAT.

ALL discounts are subject to our Terms and Conditions. Failure to meet these criteria such as withdrawal of agreed insertions or overdue invoices, will result in discounts being withdrawn and administration charges applied.

MWR Media Ltd is a member of the Federation of Small Businesses and as such supports the Prompt Payment Code.

DATES

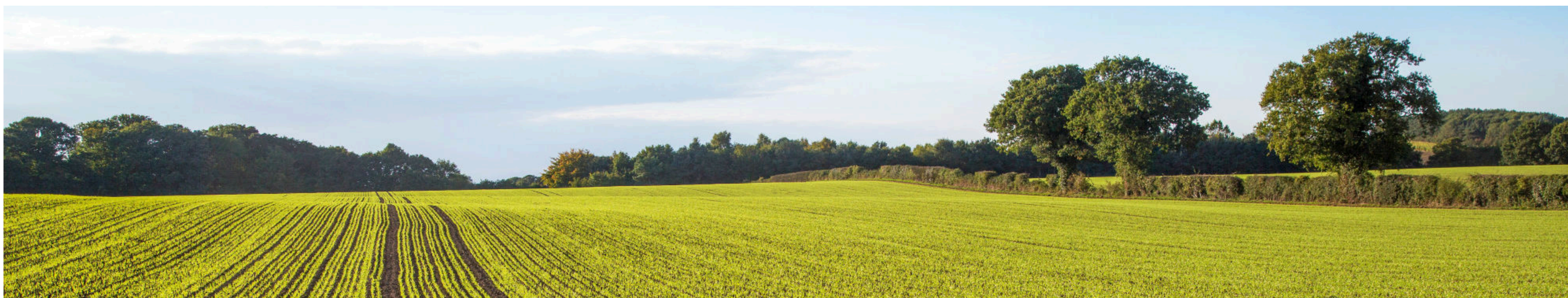
EDITION	SPRING	SUMMER	AUTUMN
Booking Date	4th Nov 2024	14th April 2025	11th Aug 2025
Artwork Due Date	20th Nov 2024	30th April 2025	29th Aug 2025
Publishing Date	20th Dec 2024	30th May 2025	26th Sept 2025

ARTWORK SPECIFICATIONS

Preferred format: PDF (setting PDF/X-1a:2001). Other format: QuarkXpress or InDesign (collected for output with all fonts and images).

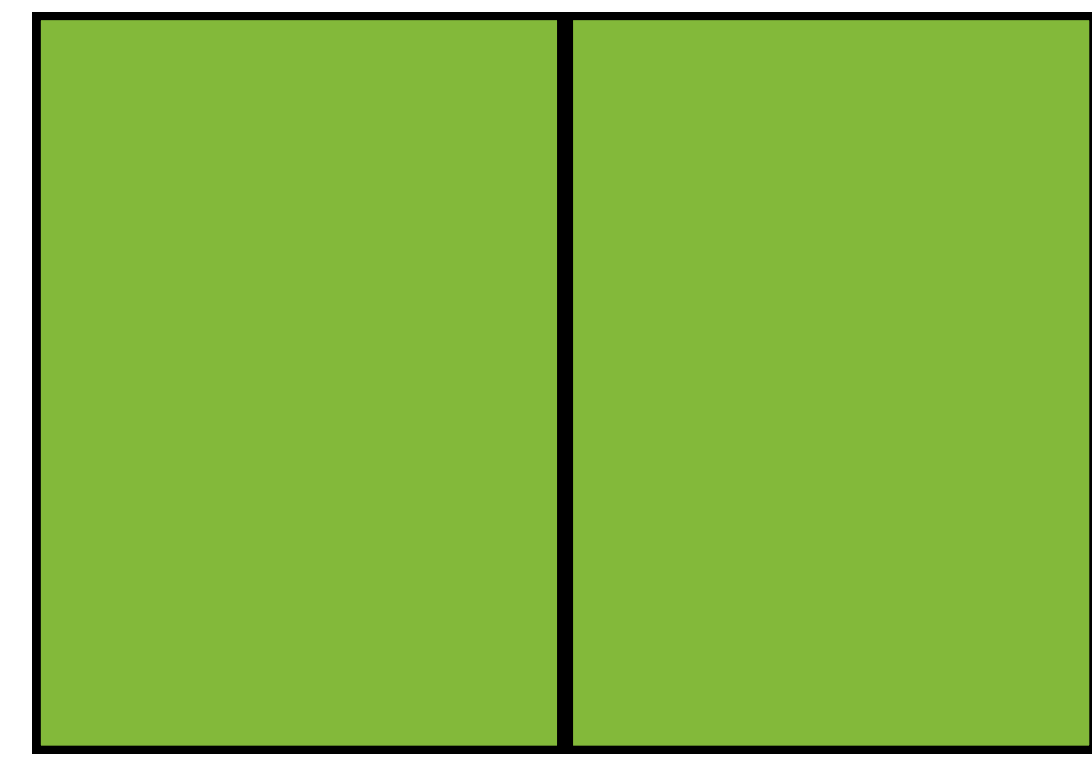
Please ensure all images are CMYK and 300dpi tiffs, RGB colours may not print as you intend. Do not run text over central gutter (16mm).

Please note: Microsoft Word, Publisher, Powerpoint and Excel documents do not constitute artwork and will not be recognised as such.

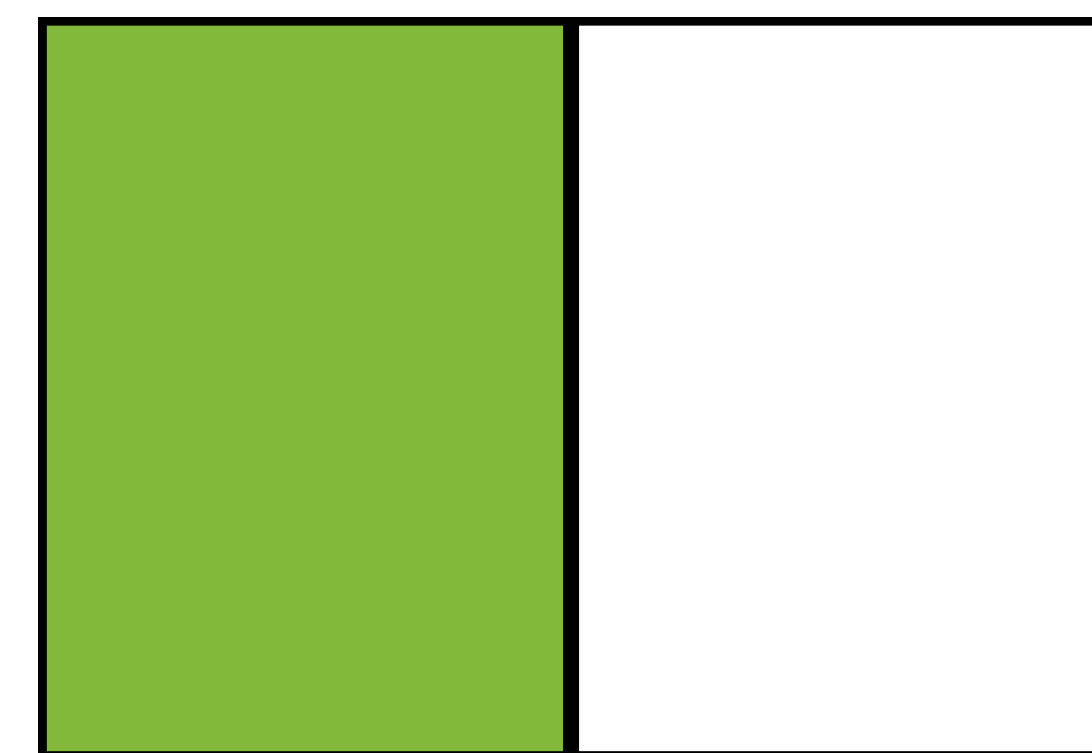


MECHANICAL DATA

DOUBLE PAGE	WIDTH	HEIGHT
BLEED AREA	336mm	246mm
TRIM AREA	330mm	240mm
TEXT AREA	320mm	230mm



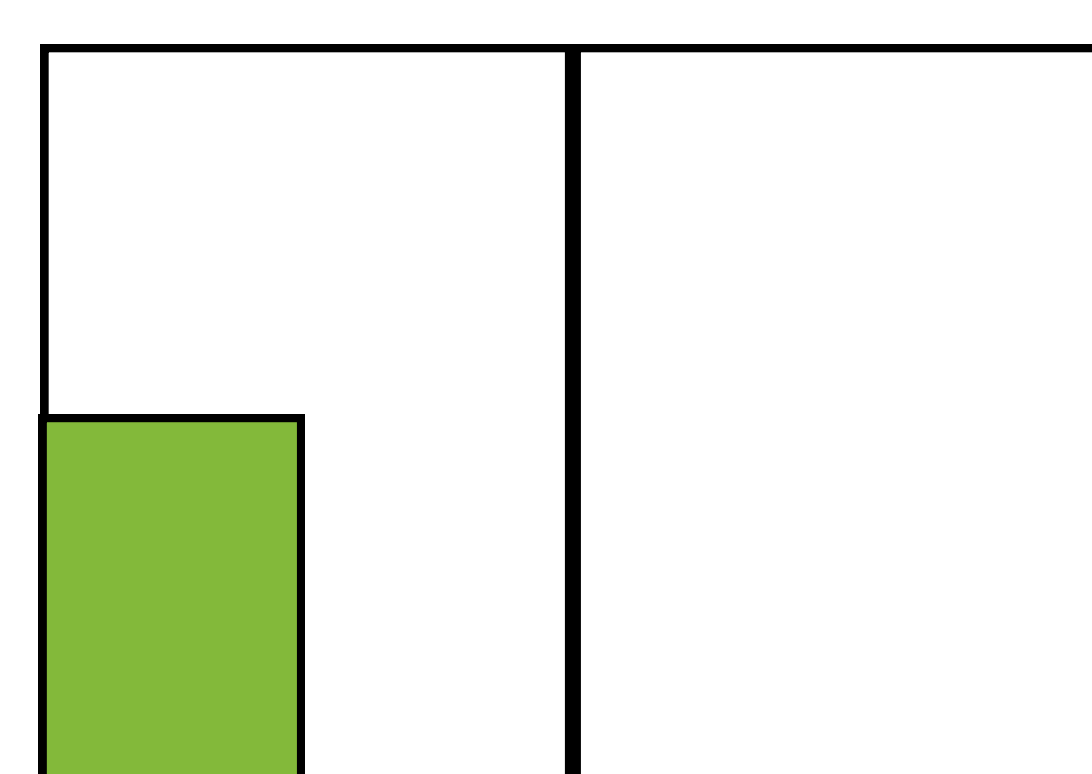
	WIDTH	HEIGHT
BLEED AREA	168mm	246mm
TRIM AREA	165mm	240mm
TEXT AREA	160mm	230mm



HALF PAGE	WIDTH	HEIGHT
BLEED AREA	NA	NA
TRIM AREA	NA	NA
TEXT AREA	147mm	104mm



QUARTER PAGE	WIDTH	HEIGHT
BLEED AREA	NA	NA
TRIM AREA	NA	NA
TEXT AREA	96.66mm	104mm



BLEED AREA	NA	NA
TRIM AREA	NA	NA
TEXT AREA	46.33mm	204mm



CONTACT

FOR ALL ADVERTISING AND MEDIA ENQUIRIES, PLEASE CONTACT:

Julia Roberts

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TERMS AND CONDITIONS

By placing an advertising order, the client or their agent agrees to the following conditions:

Prices agreed are subject to the terms specified in the confirmation order whereby discounts are conditional upon number of insertions and cross-media advertising. If an order cannot be fulfilled as agreed and for reasons which MWR Media Ltd is not responsible, the client or their agent will be invoiced for the discount.

To supply material by the due date specified at the time of booking. Failure to do so could result in the order not being fulfilled. In this event, the client or their agent will still be liable for the agreed sum and will be invoiced accordingly.

Invoices will be issued on date of publication and are payable within 30 days.

Failure to pay by the invoice due date will result in the client or their agent being invoiced for ALL the discounts previously applied which are conditional on prompt payment.

Invoices which remain outstanding after 30 days will also be liable to a late payment charge of 10% of the value of the invoice (net) applied weekly until the account is paid in full.

We reserve the right to refuse an advert due to contravention of UK law, regulations, content, technical specifications or unsuitability. This decision is entirely at the discretion of the Publisher.

We do not accept advertising that purports to be editorial and as such, any artwork that does so, will be refused at the discretion of the Publisher.

Should the advertisement be published in a way that is detrimental to the client and is the fault of the Publisher, MWR Media Ltd will offer to either re-run the advert in a later issue or refund the client.

The placing of an advertising order by the client or their agent, constitutes an acknowledgement of the Publisher's Terms of Business.

Whilst we will make every effort to fulfil the advertising order, in the event of force majeure, the Publisher is released from all obligations to fulfil the order and will not be liable to pay compensation for damages.

AGENCY DISCOUNT:

Applying an agency discount is at the discretion of MWR Media Ltd and cannot be added after the price has been agreed. All agencies must note that the price discussed and agreed with them, will include a discretionary discount of up to 10%. Any agency subsequently applying a discount after the price has been agreed, will be in contravention of our terms of business.

MWR Media Ltd is a member of the Federation of Small Businesses and as such supports the Prompt Payment Code

Pro Operator and EiOPERATOR are the registered trademarks of MWR Media Ltd

