

## Advertise with The Trefoil Guild

A branch of Girlguiding, Trefoil Guild is open to all aged 18 and over and offers personal and social opportunities to make new friends, travel, explore, serve their communities and help Guiding and Scouting thrive across the UK. You can advertise and target your products, services, or holidays in our Trefoil magazine, on our website and through our social media to our 17,000 strong membership.

## Advertising media

Advertising is welcomed in our bespoke magazine The Trefoil which is circulated by post to all Trefoil members four times a year in March, June, September, and December. Following publication of the subsequent issue, an electronic edition of the magazine, which includes advertisements, is available to members on the Trefoil Guild website. We do not accept advertising on social media or the website.

2026 Advertising Rates	
Size and position	Cost per advert
Back outside cover – full colour	£650
Inside full page – full colour	£495
Inside half page – full colour	£250
Inside quarter page – full colour	£125
Inside quarter page – one colour	£65
Pre-printed 2 or 4-sided colour insert (magazine size)	On application

**Placing advertisements**

The advertiser must advise its requirements to the Trefoil office at least 6 weeks prior to the copy deadline. A confirmation email will be sent which will include the deadline copy dates for the issues booked. All advertisements are required to follow The UK Code of Non-Broadcast Advertising and Direct and Promotional Marketing. In addition, advertisements must not contravene any applicable laws or regulations including but not limited to the Data Protection Act 2018. The Trefoil Guild reserves the right to refuse any advertisement which does not comply with the ethos of Trefoil.

**Advertisement design specifications**

- o All advertisements to be supplied with crop marks
- o All images must be 300ppi minimum
- o All fonts embedded
- o All page elements to be CMYK not RGB or spot colour
- o Advertisements should be supplied as print-ready pdfs
- o When supplying a full page advert please include 3mm bleed around the outside

Payment terms: invoices will be raised on the placement of the order. Payment is due within 30 days of the date of the invoice to The Trefoil Guild, 17-19 Buckingham Palace Road, London, SW1W 0PT.

© The Trefoil Guild  
17-19 Buckingham Palace Road London  
SW1W 0PT

Author: Chair F&GP  
Version: 4  
Revised: June 2025  
Review date: June 2026