



MEET THE TEAM

Editor

Gregor Muir
gmuir@datateam.co.uk

Sales

Linda Dorling
01256 321337
lindaedorling@gmail.com

FEATURES 2018 / 2019

Our editorial team will be working hard to bring you BIG interviews, in-depth company and people profiles, market and product information, key news analysis, opinion and much more.

As well as our regular product feature programme we will also be delivering in depth information on upcoming industry events and initiatives.

SEPTEMBER 2018

- Digital Radio
- Healthy Cooking
- SDA Update
- Retail Finance & Warranties

OCTOBER/NOVEMBER 2018

- IFA Report
- Laundry Update
- Smart Audio
- Turntables
- Accessories, Spares & Consumables

DECEMBER/JANUARY 2019

- Service & Repair
- IER Awards – Nomination Support
- UHD TV
- SDA – Spring Show Preview

FEBRUARY/MARCH 2019

- Floorcare
- Refrigeration
- CES 2019
- Laundry

APRIL 2019

- Air Treatments
- Dishwashers
- Television

MAY/JUNE 2019

- Service & Repair
- Cooking
- Cooker Hoods
- Refrigeration – Summer Cooling

JULY/AUGUST 2019

- Connected Appliances
- Built In Appliances
- Floorcare
- Multi Room Audio

SEPTEMBER 2019

- Digital Radio
- Healthy Cooking
- SDA Update
- Retail Finance & Warranties

OCTOBER/NOVEMBER 2019

- IFA Report
- Laundry
- Smart Audio
- Turntables
- Accessories, spares and consumables

ADVERTISING RATES

Display Advertising		Web advertising	
4 page cover wrap	£8,750	Agency discount	10%
Double page spread	£6,500	Website button	£300 per month
Inside front cover	£4,000	Website banner	£600 per month
Inside back cover	£3,500	Website competition	£750 per month
Outside back cover	£4,750	Sponsored email alert (banner and message)	£750 per alert
Full page	£3,500		
Half page	£1,950		
Quarter page	£1,150		
Product Showcase	£875		

Inserts / E-casting / Direct mail	
We offer the service running both loose and bound inserts, e-casting and direct mail options to go with and alongside the magazine. Please contact the advertising department for a quotation	

Special Promotions	
Other "special positions"	Price on application
Training zone advertorial	Price on application
Sponsorship of 'Beating the Competition' column	£500 per issue
Inserts	Price on application
Reprints	Price on application
Sponsorship of round table discussions	Price on application
Market research	Price on application
Recruitment advert	Price on application

SPECIFICATIONS (W x H in mm)

Display	Trim	Bleed
Double page spread	297 x 420	303 x 426
Full page	297 x 210	303 x 216
Half page (horizontal)	139 x 210	145 x 216
Half page (vertical)	297 x 96	303 x 102
Quarter page strip (horizontal)	65 x 191	
Quarter page strip (vertical)	272 x 44	
Quarter Page (standard)	124 x 86	

Please note: Cancellation 28 days prior to publication

DISPLAY ADVERTISEMENT COPY

Adobe Acrobat PDF Version 1.3

- Adobe Acrobat Distiller 5.x is the required software for creating pass4press version 2 compliant PDF files.
- (PDF files created with other software, such as Agfa Apogee, must conform to the pass4press specifications and include page geometry information).
- Files must be PDF version 1.3 or later.
- All files to be supplied as composite CMYK (if a spot colour is required please contact the publisher).
- Where necessary a bleed area of 3mm must be contained within the file.
- Files must contain crop marks.
- All images contained within the PDF must be high resolution (300 dpi recommended) CMYK format.
- All fonts must be embedded.
- Any trapping requirements should be applied by the file creator.
- No trapping will be applied by the printer.
- Combined colour ink density must not exceed 300%.
- Files must be submitted as single pages.

QuarkXPress, Adobe Illustrator, Adobe Photoshop Images

- All images in the file must be high resolution (300 dpi).
- Colour images must be saved in CMYK mode as TIFF or EPS format.
- Do not use RGB images.
- Try not to use JPEG images. Convert them to EPS or TIFF format.
- If you have to send JPEG images you must inform us.
- Any images with clipping paths must be saved as EPS format, otherwise the cutout will not work.
- Because of issues with PDFs produced directly in InDesign and Adobe Illustrator, the PDF must be flattened in the program it was produced in to avoid layer and transparency problems, or we suggest these formats are made and supplied as Tiff or EPS files. Otherwise we do not accept any responsibility for errors occurring in the final print run.

Product News Copy

- All digital photos must be supplied at 300 dpi and at least 100mm width or depth.
- **Yes Please:** .jpg / .tif / .eps
- **No thanks:** Word documents, Powerpoint, GIFs, PDFs