



# PRODUCTMEDIA

THE **MAGAZINE** FOR THE PROMOTIONAL INDUSTRY

**media pack**

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Product Media Magazine  
[www.productmediamagazine.co.uk](http://www.productmediamagazine.co.uk)



# Who we are

Product Media is the magazine dedicated to the UK promotional products industry and published by the British Promotional Merchandise Association (BPMA). The magazine has a circulation of 4000 copies sent to both distributors and suppliers of promotional merchandise and is published 6 times a year. It is widely distributed across the UK, Ireland with limited distribution in Europe and the USA. Product Media covers leading issues affecting the UK and international promotional products industry. The magazine also has covered a number of research initiatives and represents the voice of the BPMA.

who we are



# Future Features and Dates

Issue	Edition	Feature	Editorial Deadline	Advert Deadline	Landing date
22	Jan-Feb 2019	Merch world preview, New products feature, European update from PSI	23 Nov	23 Nov	6 Jan
23	March-April 2019	Focus on uk manufacturing, End user shows, End user case study, Award winner gallery	1 Feb	1 Feb	6 March
24	May-June 2019	Summer seasonal merchandise, Video showcase, Tenders made easy, Brexit update	28 March	28 March	2 May
25	July-Aug 2019	Catalogue review, Building additional revenue streams for distributors, Branded clothing report	3 June	3 June	4 July
26	Sept-Oct 2019	Merch world preview, Christmas gifting, Finding great people and keeping them, Plastics study - the findings revealed	26 July	26 July	2 Sept
27	Nov-Dec 2019	Industry software review, Social media in the promotional sector, Mystery shopper survey, How to create an effective marketing plan	7 Oct	7 Oct	7 Nov

### **i** Important editorial information

#### How to send editorial

Please send editorial as Word or plain text files and not in a PDF format. Images, logos etc. should not be supplied embedded but as separate high resolution files or attachments. Any pictures need to be high resolution ideally 300 dpi JPEG. Please note that we cannot use web resolution images. Some camera phones have a good enough definition but not all so please check.

#### Deadlines

Deadlines are the latest possible submission dates for articles or adverts if you think you will miss a deadline please contact us. We cannot guarantee inclusion for any submissions supplied after the deadline date.

#### Content

Product Media Magazine will publish news, views, articles, analysis, letters and other items of interest. We encourage original content. Any columns, individual articles or other news may not be considered for publication if they are reproduced elsewhere. Articles submitted should not include material that has been published elsewhere by others that may breach copyright. Articles that are too advertorial may be rewritten or rejected. Advertorial content attracts the advertising rates published herewith.

# Advertising rates

## Rate card

Adverts	Members rate
Centre spread	£999
Double page spread	£929
Full page	£667
Half page	£467
Third of page	£351
Quarter page	£289
Inside front cover	£689
Inside back cover	£655
Back cover	£866

Insertions	Insertions
Printed A5 / A4 loose insert	£688
Other printed products or mini brochures	POA

## Online banners for www.productmediamagazine.co.uk

Position	Size (HxW in pixels)	3 Months	6 Months	12 Months
Right Hand Banner	300x80	£450	£720	£960
Right Hand Banner	300x160	£540	£900	£1500
Right Hand Banner	300x320	£600	£1000	£1800
Right Hand Banner	300x700	£1000	£1800	£2500
Main Top Banner	965x125	£800	£1200	£2000
Main Bottom Banner	965x125	£700	£900	£1500

# Artwork specifications

## Advertising sizes - mechanical data

**Double page spread**  
420 mm x 297 mm plus 3 mm bleed on all sides

**Full page with bleed**  
210 mm x 297 mm plus 3 mm bleed on all sides

**Full page contained advert no bleed**  
188 mm x 273 mm

**Half page vertical**  
100 mm x 291 mm

**Half page vertical bleeds off**  
103 mm x 297 mm plus 3 mm bleed to three outer sides

**Half page horizontal**  
188 mm x 139 mm

**Half page horizontal bleeds off**  
210 mm x 147 mm plus 3 mm bleed bottom, left and right

**Third of page vertical**  
59 mm x 248 mm

**Half page vertical bleeds off**  
188 mm x 80 mm

**Quarter page**  
90 mm x 132 mm

**Eighth of page vertical**  
90mm x 66 mm

**Eight of page horizontal**  
188 mm x 34 mm

## **i** Important advertising artwork information

### Please supply all artwork as:

#### 1) CMYK colour

- All artwork should be supplied as press ready artwork and should be set to CMYK colour mode.

#### 2) Acceptable file formats

- Please supply a high-resolution PDF but the following file types are also acceptable: TIFF, JPEG, EPS.

#### 3) Resolution

- All artwork should be high resolution, 300dpi. We cannot use web resolution material be it artwork or logos.

#### 4) Typefaces and fonts

- Please ensure that all fonts are either embedded or outlined. Any material supplied requiring adjustment will be subject to an extra charge.

**ADVERTISING PROOFS WILL be sent via email and will require email confirmation before any advertisements are published.**

**Any design questions please do not hesitate to contact our design team. We will be happy to help. Email bpma@atgraphicsuk.com or call 01733 362701**

# Contacts

To contact us directly regarding advertising or content please speak to:

## **George Turnbull**

Membership Account Manager  
0203 875 7942  
george@bpma.co.uk

## **Advertising**

email: [advertising@productmediamagazine.co.uk](mailto:advertising@productmediamagazine.co.uk)

## **Editorial**

**News, Views, Comment,  
People, Letters and more**

email: [editor@productmediamagazine.co.uk](mailto:editor@productmediamagazine.co.uk)

## **Advertising artwork**

Please send artwork to Melanie Cooper  
email: [bpma@atgraphicsuk.com](mailto:bpma@atgraphicsuk.com)  
or call 01733 362701

## **Circulation**

To get your own copy email:  
[circulation@productmediamagazine.co.uk](mailto:circulation@productmediamagazine.co.uk)

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