



PRODUCTMEDIA

THE DIGITAL MAGAZINE FOR THE PROMOTIONAL INDUSTRY

2024 DIGITAL MEDIA PACK



ADVERTISING | FEATURES | MEDIA

Your industry voice

Product Media is the UK's dedicated promotional products industry digital magazine, published by the British Promotional Merchandise Association (BPMA). The popular bi-monthly publication is delivered in digital format, reaching out to BPMA members and the wider promotional industry.

With a digital circulation of 3,250 and an 8 minute average read time, this specialist publication also boasts clickable advertising. Advertisers enjoy an average digital advertising ctr/64 with linked advertising, provided as part of the package. Additional digital advertising packages on productmediamagazine.co.uk are also available.

Advertising in Product Media magazine is open any supplier in the industry. BPMA members can take advantage of preferential rates. We also welcome submissions from across the industry for news, views and press releases. Supported with special product features in each issue to this highly engaged audience delivering a targeted message to customers.

Product Media magazine also publishes a fortnightly** e-newsletter featuring industry updates and news.

Please submit press releases and news to editor@productmediamagazine.co.uk

All submissions are reviewed by the editorial team. Copy provided subject to editorial review and revision. Inclusion is not guaranteed.



"I look forward to my digital edition of Product Media magazine; it's my go to source for the product features"

BPMA Distributor



"The magazine has introduced me to new suppliers and products – and I can click through straight away"

BPMA Distributor

* Average RPC: 3 ** Frequency may vary

2024 Special Features

Our special feature issue topics are planned ahead for 2024 to cover key on demand sectors in the industry. Featuring innovative suppliers from across the sectors, advertisers are encouraged to advertise and contribute.

Book your advertising ahead to promote alongside featured topics today.

Issue
52

January-February 2024

New Year Ahead

Publication date: 8th January 2024

Issue
53

March-April 2024

Apparel & Bags

Publication date: 4th March 2024

Issue
54

May-June 2024

Sustainability 2024 and beyond

Publication date: 7th May 2024

Issue
55

July-August 2024

Writing Instruments & Stationery

Publication date: 1st July 2024

Issue
56

September-October 2024

Food & Confectionery

Publication date: 2nd September 2024

Issue
57

November-December 2024

Drinkware & Ceramics

Publication date: 4th November 2024

**Issue themes subject to change*

Media solutions to suit you

From traditional advertising positions to digital banners to inserts, there is a range of advertising solutions to suit your budget.

Media positions are available to all BPMA members and non-members where indicated.

Premium positions (available to BPMA members only)

- Inside front cover
- Right facing
- Back cover
- Inside back cover
- Centre spreads

Standard media positions

Together with full pages, half pages in both vertical and horizontal positions are also available in each issue.

Digital banners

Digital advertising banners can also be booked as a standalone position or to complement print media and are available for BPMA members to book.

Bespoke media solutions

Please contact advertising@productmedia.co.uk with details of your proposed campaign and receive a quotation.

We also consider proposals for front cover take overs, branded outer digital wraps and additional one off media solutions. Talk to us about what is possible today.

Please note, tailormade digital or postal mailings are available. These require a minimum of 3 months notice from issue copy deadline and all inserts are tested and approved before they are booked.

Want to become a member?

If you are interested in becoming a BPMA member to access premium media positions, please contact the BPMA via membership@bpma.co.uk

Key schedule and dates

Issue	Edition	Issue Theme*	Editorial Deadline	Advert Deadline	Landing Date
52	January-February 2024	2024: The Year Ahead	20 Nov	20 Nov	8 Jan
53	March-April 2024	Apparel & Bags	22 Jan	22 Jan	4 Mar
54	May-June 2024	Sustainability 2024	22 Mar	22 Mar	7 May
55	July-August 2024	Writing Instruments/Stationery	17 May	17 May	1 Jul
56	September-October 2024	Food & Confectionery	19 Jul	19 Jul	2 Sep
57	November-December 2024	Drinkware & Ceramics	20 Sep	20 Sep	4 Nov

**Issue themes subject to change*

i Important editorial information

We invite all members to submit press releases to the BPMA. If you have business news, success stories, staff news, product and branding news, case studies, industry events or business award updates – we want to hear from you. Product Media magazine is the perfect platform to share your news with the industry.

How to send your press release

Please send editorials as Word or plain text files and **not** in PDF format. Images, logos etc. should not be supplied embedded but as separate high resolution file or attachment. Pictures are required in 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.

Email all press releases to
editor@productmediamagazine.co.uk

Deadlines

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

Content

Product Media magazine publishes news, views, articles, analysis, letters and other items of interest. We encourage original content. 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

	Member Rate Card*	Non Member Rate Card*
Centre spread	£1,050	BPMA Member Only
Double page spread	£975	£1,495
Full page	£700	£995
Half page	£490	£700
Quarter page	£300	£500
Full page right facing ad, first 10 pages	£720	BPMA Member Only
Full page ad within first 10 pages	£710	BPMA Member Only
Inside front cover	£725	£1,050
Inside back cover	£690	BPMA Member Only
Back cover	£910	BPMA Member Only
Vertical half page (110x297)	£395	£600
Vertical third page (70x297)	£250	£500
Half page vertical + full page r/facing	£1,095	£1,595
Third page vertical + full page r/facing	£950	£1,495
Online banner adverts	POA	POA

Booking a series of ads or want to secure a specific page?

Discounts for series of 3 or 6 adverts available. Please contact us for more details.

* Above prices exclude VAT. Prices may be subject to review.
 Member rates are available to current members only.

Digital advertising on ProductMediaMagazine.co.uk

Digital advertising is also available when full pages are purchased to complement magazine issue advertising.

	Member Rate Card	Non Member Rate Card
4 week banner ad ProductMediaMagazine.co.uk	£350	BPMA Member Only
4 week skyscraper ad ProductMediaMagazine.co.uk	£250	BPMA Member Only
8 week listing	POA	BPMA Member Only

CTRs tracked and reports provided.
Above prices exclude VAT.

Digital Issue: direct links to your website

Unless specified, your advertisement will be linked to your main website page and a report provided on interactions.

When booking media, please advise if you would like your digital advert version to be directed to a designated link.

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

105 mm x 297 mm plus 3 mm bleed to three outer sides

Half page vertical bleeds off

103 mm x 297 mm plus 3 mm bleed to three outer sides

Half page horizontal

188 mm x 134 mm

Half page horizontal bleeds off

210 mm x 146 mm plus 3 mm bleed bottom, left and right

Quarter page vertical

92 mm x 134 mm

Quarter page horizontal

188 mm x 64 mm

Third page vertical

297 mm x 70 mm plus 3 mm bleed to three outer sides

Digital banners

Digital Horizontal Banner

1400 px x 175 px

Digital Skyscraper Banner

300 px x 800 px

Important advertising artwork information

Please supply all artwork as:

1) CMYK colour

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

2) Acceptable file formats

Please supply high-resolution PDFs. The following file formats are also accepted: TIFF, JPEG, EPS.

3) Resolution

All artwork to be a minimum of 300dpi. Web resolution artwork or logos cannot be published.

4) Typefaces and fonts

Please ensure that all fonts are either embedded or outlined. Material supplied requiring adjustment is subject to an additional charge.

Advertising proofs are sent via email and **require confirmation prior to publication.**

Please do not hesitate to contact the design team with questions. We are happy to help.

Email tom@bpma.co.uk or call 01372 371 183

Advertising process

1) Advert Booking

Please complete the [advertising request form](#), highlighting advert sizes required and issues you wish to advertise in. Any queries, please email tom@bpma.co.uk.

2) Quotation

Once advertising request form is received, we will email you a quotation with full costs, agreed advert deadlines and payment schedule for acceptance.

To accept the quotation, click on the link within the email to view the online quotation, where you can accept, decline or comment. Please note, quotations are valid for 7 days. Advertising space is subject to availability and allocated in order of accepted quotation received.

Once accepted (by clicking the link within the email), an order confirmation is sent highlighting advertising order details, including artwork deadlines, submissions and terms and conditions.

3) Artwork request

Before each issue, you will receive an email from bpma@atgraphicsuk.com, prompting artwork upload into the adtracker system. Automated reminder emails are sent until artwork files have been uploaded. If, for any reason, you are not able to meet an artwork deadline please notify bpma@atgraphicsuk.com and tom@bpma.co.uk to discuss.

4) Artwork Check

Once your artwork is uploaded, the system scans your artwork to ensure it passes quality checks. Post quality check adverts go to publication. Further approval is not required. Repeat adverts can then be instructed for future issues. In the unlikely case of artwork quality issues, you are notified by email.

Any process questions please do not hesitate to contact us, we will be happy to help. Email tom@bpma.co.uk or call 01372 371 184.

"We link in our ads
with special features
for maximum
impact"

BPMA Supplier

"Advertising in PMM has
increased product
specific enquiries and
orders, advertising has
really worked for us"

BPMA Supplier

Terms & conditions

1. Advertisements

1.1 The BPMA reserve the right to refuse advertisements upon sight of artwork, particularly in cases of conflict of interest.

1.2 Advertising space is subject to availability and available in order of signed quotations received.

1.3 All advertisements and inserts are invoiced prior to magazine print.

1.4 All advertisements to meet required artwork specifications, as shown below and within Product Media magazine Media Pack.

2. Artwork specification

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

2.2 Acceptable file formats: Please supply high-resolution PDFs. The following file formats are also accepted: TIFF, JPEG, EPS.

2.3 Resolution: All artwork to be a minimum of 300dpi. Web resolution artwork or logos cannot be published.

2.4 Typefaces and fonts: Please ensure all fonts are either embedded or outlined. Material supplied requiring adjustment is subject to additional charges.

2.5 The BPMA do not accept artwork directly. Artwork is to be approved by member contact and uploaded into the supplied ad-tracker system.

2.6 The BPMA are not accountable for digital print errors once a member has approved artwork. If a member fails to approve final advert proof by deadline date, artwork is printed as presented.

2.7 Deadlines are the latest possible submission dates for articles and adverts. If deadlines are at risk of being missed, please contact us as soon as possible.

2.8 The BPMA cannot guarantee inclusion for any artwork supplied after deadline dates.

3. Tailormade mailshots (postal or digital)

3.1 The BPMA requires product images, description, materials, weight and dimensions to provide a quotation for bespoke mailshots to the Product Media postal database.

3.2 Postal: One sample is to be sent to the BPMA's chosen mailing house for pressure testing. All insert orders require BPMA artwork sign off. Digital: file sample to be sent for approval.

3.3 One full page advert is a required purchase to accompany each mailshot. Accompanying full page adverts are to be positioned on a right hand premium position within the publication.

3.4 The BPMA reserve the right to refuse inserts on sight of artwork, particularly in cases of conflict of interest.

3.5 Members can commit to a maximum of 2 inserts per calendar year (6 available issues). All bookings must be in advance.

3.6 Advertorial content attracts advertising rates as published.

4. Cancellation

4.1 In the event members wish to cancel advert bookings, please contact the BPMA as soon as possible. Cancellations may only be accepted prior to advert artwork submission deadlines. To discuss your cancellation request in more detail please contact enquiries@bpma.co.uk

Contacts

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

Advertising

Membership

01372 371 184

Advertising@productmediamagazine.co.uk

Editorial

editor@productmediamagazine.co.uk

PRODUCTMEDIA

THE **MAGAZINE** FOR THE PROMOTIONAL INDUSTRY

Product Media Magazine
British Promotional Merchandise Association
Fetcham Park House
Lower Road
Fetcham
Leatherhead
Surrey
KT22 9HD



Product Media Magazine
productmediamagazine.co.uk