

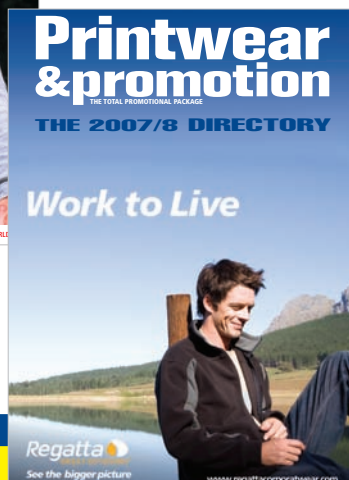
Printwear & promotion

THE TOTAL PROMOTIONAL PACKAGE

MEDIA INFORMATION 2007/8



FEATURES: JACKETS • CHRISTMAS PROMOTIONAL PRODUCTS • EMBROIDERY



PUBLICATION • WEBSITE • EXHIBITION • AWARDS

Welcome to the new look Printwear & Promotion . . .

The magazine has undergone some major changes in recent months, with a return to A4 and a re-designed front cover with new masthead, offering a far larger image area for advertisers. The paper stock is now heavier for better colour reproduction and the page design has been improved.

All the changes have been made with our advertisers' and readers' needs in mind and as such the editorial content is continually being improved and updated to ensure it is as relevant, interesting and useful to our readers as possible.

Together with the website, digital editions, the exhibition and the new Printwear & Promotion Excellence Awards and Gala Dinner, Printwear & Promotion really does offer [The Total Promotional Package](#).

The publication continues to be the number one journal for the decorated garment and promotional products industry, providing:

◆ THE BEST CIRCULATION

Built from over 20 years' experience in the marketplace

◆ THE HIGHEST REQUESTED READERSHIP

5,550 individuals have specifically requested the title, making it their book of choice

◆ GUARANTEED DISTRIBUTION

The industry's only title with a 100% verifiable distribution, independently audited by The Audit Bureau of Circulations (average net circulation of 5,291 for issues distributed Jan-Dec. 2006)



... The Total Promotional Package

The range of opportunities offered through Printwear & Promotion cover all aspects of marketing and will meet the needs of your company whatever your promotional budget.

- ◆ Front Cover Advertising and Cover Story editorial promotion
- ◆ Display Advertising options, from strips within editorial pieces to double page spreads
- ◆ Insert opportunities ranging from single sheets to full product brochures
- ◆ A-Z Classified Advertising Section offering regular low cost presence under headings for products, services and machinery
- ◆ PR and editorial opportunities within both special features and regular sections
- ◆ Annual industry directory, both printed and online. Listed entries are provided free of charge with opportunities for enhanced entries, weblinks and display advertising
- ◆ Website advertising opportunities on www.printwearandpromotion.co.uk, which for the period Jan-June 2007 averaged over 11,000 visitors per month



- ◆ Direct Marketing Services, including mailings targeted against your specific selection criteria from our database of 20,000 industry contacts and e-casts utilising our database of over 10,000 email addresses

In addition to our publishing expertise we are the organisers of both:

- ◆ Printwear & Promotion 2008 – the annual international exhibition for the decorated garment industry, which will be held at the NEC from Sunday 2nd to Tuesday 4th March
- ◆ The Printwear & Promotion Excellence Awards & Gala Dinner, which will be held close to the NEC at the National Motorcycle Museum on the evening of 3rd March, 2008

EDITORIAL FEATURES AND COPY DATES 2007/2008

November 2007 – Editorial deadline: 26th September; Advertising deadline 1st October

- ◆ Sportswear
- ◆ Workwear and Uniforms
- ◆ Promotional Products, Trophies and Engraving

December 2007 – Editorial deadline: 17th October; Advertising deadline: 29th October;

- ◆ Sublimation
- ◆ Headwear
- ◆ Bags

2008

January – Editorial deadline: 12th November 2007; Advertising deadline: 22nd November 2007

- ◆ Printwear & Promotion Exhibition Preview
- ◆ Trends 2008 and New Catalogue Previews
- ◆ Corporate Wear

February – Editorial deadline: 17th December 2007; Advertising deadline: 4th January 2008

- ◆ T-shirts
- ◆ Excellence Awards Finalists

Printwear & Promotion Exhibition Catalogue

Editorial deadline: 21st January;
Advertising deadline: 1st February 2008

March – Editorial deadline: 21st January; Advertising deadline: 1st February

- ◆ Urban Lifestyle Clothing
- ◆ School and Children's Wear
- ◆ Embroidery Machinery and Accessories

April – Editorial deadline: 17th February; Advertising deadline: 28th February

- ◆ Printwear & Promotion Exhibition Review
- ◆ Screen Printing Machinery, Dryers and Pad Printing
- ◆ European Football Championships 2008

May – Editorial deadline: 17th March; Advertising deadline: 28th March

- ◆ Transfer Technology
- ◆ Screen, Digital Inks and Toners
- ◆ Golfwear

June – Editorial deadline: 17th April; Advertising deadline: 25th April

- ◆ Womenswear
- ◆ Sportswear
- ◆ Bespoke Clothing

July – Editorial deadline: 19th May; Advertising deadline: 29th May

- ◆ Menswear
- ◆ Organic and Free Trade Clothing
- ◆ Exhibiting at Trade Shows
- ◆ Underwear

Printwear & Promotion Yearbook & Buyers' Guide
Advertising deadline: 20th May

August – Advertising deadline: 26th June

- ◆ Industry Update Special. An update of current trends and new products

September – Editorial deadline: 18th July; Advertising deadline: 28th July

- ◆ Jackets
- ◆ Embroidery Machinery including Digitising Services and Software
- ◆ Christmas Promotional Products

October – Editorial deadline: 21st August; Advertising deadline: 29th August

- ◆ Knitwear and Fleece
- ◆ Digital Textile Printing
- ◆ Schoolwear

To contribute to any of these features, contact the editor:

Rebecca Green

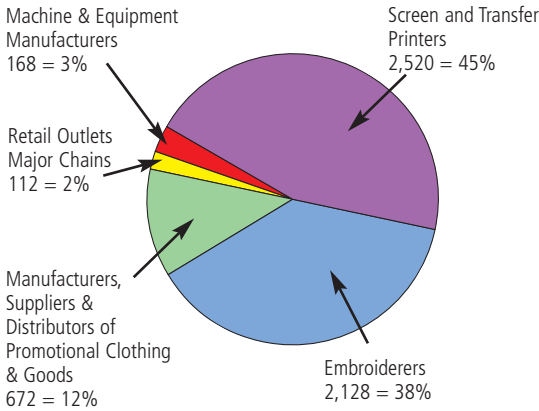
Tel: 01622 699198

Email: rgreen@datateam.co.uk

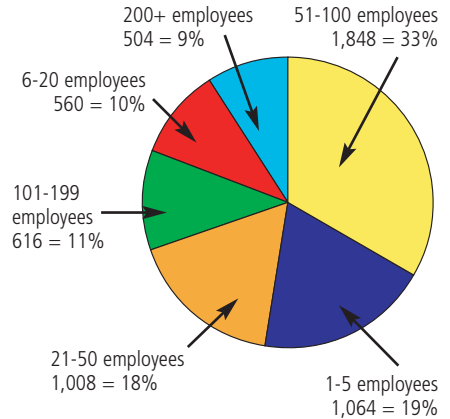
CIRCULATION PROFILE

Printwear & Promotion is the industry's only title with a 100% verifiable distribution, independently audited by The Audit Bureau of Circulations. Our average net circulation for issues distributed Jan-Dec 2006 was 5,291. As from July 2007 our circulation stands at 5,600 with a breakdown as follows:

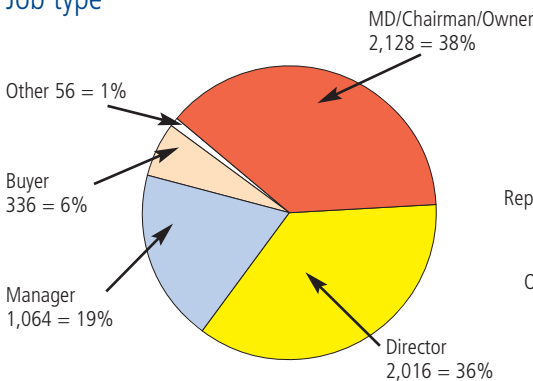
Sector



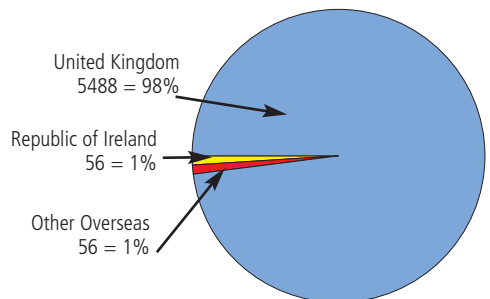
Employees on site



Job type



Geography



ONLINE OPPORTUNITIES

www.printwearandpromotion.co.uk features all of the magazine's editorial content, an archive dating back to 2004 and full details for the Printwear & Promotion Exhibition and Industry Awards – giving plenty of reason for visitors to refer to the site on a regular basis. Consequently, for the period Jan-June 2007 the website averaged over 11,000 visitors per month with each visitor viewing an average of three pages.



Positions

- ◆ **Banner Advertising** – the most prominent position within the header section on every page of the website. This ad may rotate with up to 2 other ads.
- ◆ **Button Advertising** – positioned prominently in the upper right hand panel of each web page, there will be a maximum of 6 button positions. Again this ad may rotate with up to 2 other ads.
- ◆ **Spot Advertising** – There are 20 spot positions available these are solus sites positioned beneath the main navigation block in the left hand panel of each page.
- ◆ **Poll Sponsorship** – monthly sponsorship of our online poll, which appears on every page of the website. Includes question of your choice, solus button ad above the poll and a link to your own website
- ◆ **Advertorials** – Prominent position in the news section and relevant sub-category (if applicable) for one month. Can consist of up to 500 words, one colour picture and a link to your company website.
- ◆ **Supplier Directory** – providing our readers with a dedicated search facility for product and service suppliers. Listing your company includes full contact details in up to 5 category headings, 150 words of text and company logo and a link to your company website for a whole year.

EXCELLENCE AWARDS & GALA DINNER

The annual Printwear & Promotion Excellence Awards have been designed to bring the entire industry together in a celebration of the companies and innovations that are driving this business sector forward.

The awards ceremony and gala dinner will coincide each year with the Printwear & Promotion Exhibition and for 2008 will take place on the evening of Monday, 3rd March at the National Motorcycle Museum, adjacent to the NEC – the venue for the exhibition.

The awards will recognise and promote best practice in the key areas of: technical excellence, customer service, garment decoration and the environment, as well as manufacturing and distribution.

Award entries are invited across all categories (closing date 1st October 2007). A limited number of award sponsorship opportunities are available and tables of 10 or individual places can be purchased for the evening. Full details of the awards, entry forms and sponsorship details are available on request.

ADVERTISING RATES

Insertions	1	3	6	11
Double Page Spread	£3,098	£2,996	£2,934	£2,882
Page	£1,549	£1,498	£1,467	£1,441
Half Page	£826	£798	£781	£763
Junior Page	£950	£918	£898	£877
Quarter Page	£515	£493	£485	£476
Inside Front Cover	£1,800			
Inside Back Cover	£1,700			
Outside Back Cover	£1,900			
Front Cover	£4,450			
Inserts	Cost subject to weight and quantity			

For details call **Tony Gardner on 01622 699173** or email: agardner@datateam.co.uk

Classified

Cost £20 per cm per column – adverts can be 1, 2, 3 or 4 columns wide with a minimum depth of 5cm

Online Advertising

	1 month	3 months	6 months	Dimensions (w x h pixels)	Max File Size	Format
Banner Ad	£150	£400	£750	468 x 60	10k	GIF
Button Ad	£100	£270	£500	120 x 90	4k	animated GIF
Spot Ad	£75	£200	£375	140 X 70	4K	or JPEG
Solus Site Sponsorship	£2,750 for six months					
Poll Sponsorship	£150 per month					
Advertorial	£100 for one month in the News section and thereafter in the Archive section					
Supplier Directory	£180 per year					

For guaranteed positions add 20%

The duration of your campaign is entirely dependent on your requirements and availability.

For details call **Neale Salt on 01622 699158** or email nsalt@datateam.co.uk

Direct Marketing

Mailing list rental from £160 per 000 records

E-casting via our own dispatch system from £300 per 000

Cancellation

Notice of cancellation must be made in writing to be received at our office at least 6 weeks prior to publication date of booked issue.

Cancellation of series bookings will incur a surcharge.

Front covers are booked on the understanding that they cannot be cancelled.

Full advertising terms and conditions available on application.

MECHANICAL DATA

Display Advertisements

Ad Size	Type Area	Trim Size	Bleed
DPS	272 x 393mm	297 x 420mm	303 x 426mm
Full Page	272 x 191mm	297 x 210mm	303 x 216mm
Half Page DPS	124 x 393mm	139 x 420mm	145 x 426mm
Half Page Horizontal	124 x 191mm	139 x 210mm	145 x 216mm
Half Page Vertical	272 x 86mm	297 x 96mm	303 x 102mm
Junior Page	188 x 135mm		
Quarter Page	124 x 86mm		
Quarter Page Horizontal Strip	65 x 191mm		
Quarter Page Vertical Strip	272 x 44mm		

Front Cover Image

285 x 210mm 291 x 216mm

Classified Advertisements

Any depth in cm x col width	1 column	2 columns	3 columns	4 columns
	45mm	90mm	140mm	190mm

COPY SUPPLY REQUIREMENTS

THE DESIGN STUDIO FOR PRINTWEAR & PROMOTION is Apple Mac based and the magazine is produced digitally; therefore advertisements/pictures are to be supplied as follows:

1. On DVD, CD or FTP
2. By email, please call Neale Salt on 01622 699158 to arrange details.

Please ensure that the publication and subject matter are clearly marked on any attachments. Contact details would be helpful in the event of any queries. Any consecutive advertisements must state preferred order of insertion.

With any format **A COLOUR PROOF MUST BE SUPPLIED** in order to pre-empt any error.

Preferred Files

Print optimised PDF 1.3s with no security preferred. Job options available on request. Must be CMYK and high res.

Data can be accepted in the following formats: Quark Express, Illustrator, Freehand, Photoshop. All additional images or fonts should be supplied.

For straightforward images, 300dpi is required. For TIFF, JPEG or EPS files a minimum of 600dpi is required.

All images must be CMYK colour models. All fonts within an EPS must be embedded or converted into paths.

Compression

All colour scans must be CMYK with no JPEG, LZW or EPS JPEG encoding.

Digital Cameras

Ensure that the camera is set up to take high res pictures as the quality is much better. The pictures should then be supplied at 300dpi for TIFF and EPS.

PC Users

PC fonts often differ from those on Apple Mac and even if PC fonts are supplied they sometimes cannot be used. In many cases it is possible to substitute a similar Apple Mac font for a PC one but an exact match may not be available.

Microsoft Word and Publisher are not suitable for supplying advertisements for printing and will therefore incur a cost. They are not Apple Mac compatible and any images embedded within them are low res. They can be reset for you on the Apple Mac but a layout of the advertisement with any artwork or logos (High Res - 300dpi in TIFF, EPS or JPEG format) must be supplied.

Submitting Material

By post on CD or by email with colour proof to: