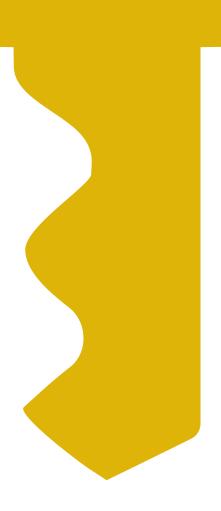
# **MEDIA PACK 2012**

WWW.LOCKSMITHJOURNAL.CO.UK



# FLOCKSMITH BI-MONTHLY MAGAZINE • ONLINE NEWS & FORUM

**CIRCULATION DETAILS** 

The magazine is posted free of charge to:

# 8497 Locksmiths across the UK

(This figure includes subscribers, details available upon request)

# **ONLINE NEWS**

The online news letter is sent to:

# **Over 4000** email addresses

(This figure will continue to increase each month, please call for updated figures)



# **MAGAZINE ADVERTISING RATES**

Full page: Colour sep:

£1200

(i.e. press release with full colour photo) Half page:

Sponsorship: £700

£500

Quarter page: (call for details on which pages are available for sponsorship)

£450 **Discount bookings:** 

Classified ads: 10% for 2 issues, £250

20% for 4 issues,

Recruitment: 35% for 6 issues.

£250

Note: you will be invoiced at time of publication.

# ONLINE **ADVERTISING RATES**

To be confirmed...

# **PACKAGES**

If you advertise within both products (magazine and online) you will receive an

### extra 5% discount.

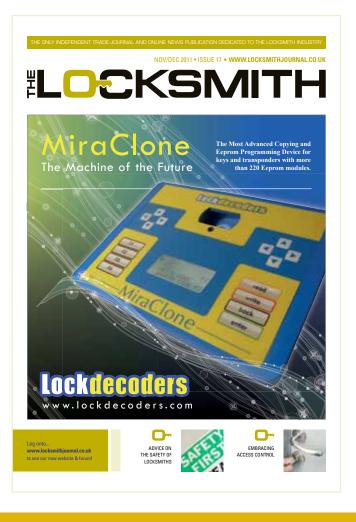
For example, book 12 months of online side banner advertising along with a full page ad in each bi-monthly magazine and you will pay £1545.84 bi-monthly (online news invoiced monthly, magazine advertising invoiced bi-monthly). Editorial support available with three insertion bookings if required (magazine only).

# **SUBSCRIPTION FEE**

# £40 + VAT for the year

(you receive fortnightly online news, access to the forum and six issues of the magazine per vear).

Subscribers also receive exclusive offers and money off vouchers every two months.



# **ARTWORK**

We offer a free, agency standard, artwork service to all advertisers.

If you supply your own artwork please call for specification. All ads are in full colour.

The only charge we make is for the online banner, a one off fee of £30 + vat.

# **DEADLINES**

We need your artwork early so the production team can place it in the magazine.

Jan/Feb: 05/01/2011 Mar/Apr: 04/03/2011 May/Jun: 05/05/2011 Jul/Aug: 07/07/2011 Sep/Oct: 07/09/2011 Nov/Dec: 04/11/2011





# **REGULAR FEATURES**:

**Auto Locksmiths** 

**Access Control** 

**New Product Testing** 

Safes, Repairs & Maintenance

**Mortice Locks** 

**Cylinders** 

**Padlocks** 

**Hardware & Security** 

**Business Support** 

**Training** 

**History & Heritage** 

A Day in the Life Of...

**Your Hobbies** 

**Industry News** 

**VIP Viewpoint** 

**Association News** 

**Diary Dates** 

Recruitment

**Letters to the Editor** 

**Hints & Tips** 

**Classified section** 

The Locksmith journal is a unique publication designed to inform our readers about all news, views and developments in the locksmith and autolocksmith industries. Each bi-monthly issue aims to update you as fully as possible - and in addition to regular features, includes industry news, business advice, legislation and regulation updates, invaluable guidance from the experts in your industry and insights into the people behind the business.

## OPENING THE MOST POPULAR SAFE LOCK ON THE PLANET









### HINTS&TIPS

# THE CHUBB 3G110 LOCK, USING THE CB 3G110 RPCP

### HINTSSTIPS







# MARCH/ APRIL

**IFSEC Preview** 

**Totally Secure Review** 

Digital/Electric Locks & Strikes

**Tools & Equipment** 

**Computer Systems** 

**Software & Technology** 

# MAY/ JUNE

**IFSEC Review** 

**Digital Locks** 

**Anti-Ligature Hardware** 

Securing Commercial & Public Buildings

**Fire Safety & Security** 

# JULY/ AUGUST

**Key Cutting** 

**Cutting Edge Show Preview** 

**Secured By Design** 

**Wall Planner** 

# SEPTEMBER/ OCTOBER

Auto Locksmith Show Preview

**Key Cutting** 

Securing Houses of Multiple Occupation

**Christmas Thank you's** 

# NOVEMBER/ DECEMBER

**Totally Secure Preview** 

**Cutting Edge Show Review** 

**Engraving** 

**Anti-Ligature** 

**Hardware** 

**Tools & Equipment** 

**Vehicles & Security** 

**Stocking Fillers** 

# JANUARY/ FEBRUARY

**Vehicles & Security** 

The Locksmith Show 2013 Preview

# **ADVERTISING SIZES**

We accept artwork in the following formats: PDF, EPS, JPEG, Illustrator.ai/eps

Please make sure artwork is Hi Resolution (300DPI) and CMYK (if possible) and all fonts are either embedded or converted to paths/outlines.

The Magazine is A4 Portrait and sizes for advertisements are as follows:

# Double Page Spread

(with 3mm Bleed added around all outside edges)

# Full Page 210mm x 297mm

(with 3mm Bleed added around all outside edges)

**Quarter Page** (Horizontal)

180mm x 59.75mm

Half Page (Horizontal)

180mm x 125.5mm

# Front Cover

(with 3mm Bleed added around all outside edges)

Back Cover 210mm x 297mm (with 3mm Bleed added around all outside edges)

**Eight Page** (Classified) 87mm x 59.75mm

> Half Page (Vertical) 87mm x 257mm

**Quarter Page** (Vertical) 87mm x 125.5mm

# **CONTACT DETAILS:**

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