



# MEDIA PACK 2012

[WWW.LOCKSMITHJOURNAL.CO.UK](http://WWW.LOCKSMITHJOURNAL.CO.UK)



**THE LOCKSMITH**

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:

**£1200**

Half page:

**£700**

Quarter page:

**£450**

Classified ads:

**£250**

Recruitment:

**£250**

Colour sep:

**£90**

(i.e. press release with full colour photo)

Sponsorship:

**£500**

(call for details on which pages are  
available for sponsorship)

Discount bookings:

**10%** for 2 issues,

**20%** for 4 issues,

**35%** for 6 issues.

*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 year).

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

THE ONLY INDEPENDENT TRADE JOURNAL AND ONLINE NEWS PUBLICATION DEDICATED TO THE LOCKSMITH INDUSTRY

NOV/DEC 2011 • ISSUE 17 • WWW.LOCKSMITHJOURNAL.CO.UK

# THE LOCKSMITH



**MiraClone**  
The Machine of the Future

The Most Advanced Copying and Eeprom Programming Device for keys and transponders with more than 220 Eeprom modules.

**Lockdecoders**  
www.lockdecoders.com

Log onto...  
www.locksmithjournal.co.uk  
to see our new website & forum!

ADVICE ON THE SAFETY OF LOCKSMITHS

SAFETY FIRST

EMBRACING ACCESS CONTROL

# 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





## **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

420mm x 297mm  
(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**

190mm x 194mm  
(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**

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

**Half Page  
(Vertical)**  
**87mm x 257mm**

## CONTACT DETAILS:

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