

Wave & Tidal

ENERGY NETWORK

COMMUNICATION HUB FOR THE WAVE & TIDAL ENERGY INDUSTRY

MEDIA MARKETING PACK

INTRODUCTION

Wave & Tidal Energy Network magazine is aimed exclusively at senior decision makers specifically in the wave & tidal energy industry. It is a glossy magazine, both in print and online, with interactive features.

We offer targeted marketing and our subscribers are from all aspects of the wave & tidal energy supply chain. They range from the largest multi-nationals, established in the industry for years, to companies diversifying into the wave & tidal industry for the first time. They are geographically located within the UK, across Europe and beyond. All information is free to access and free to subscribe.



WAVE & TIDAL ENERGY NETWORK COMPRISES OF...

 **MAGAZINE**
bi-monthly, both online
and printed versions

 **LIMITLESS
ONLINE INFO**
interactive links giving
more information about
the companies in the
industry

 **EVENTS
CALENDAR**
'must attend' events

MAGAZINE

INTERACTIVE LINKS

EVENTS

“THE ONLY MAGAZINE FOR THE
WAVE & TIDAL INDUSTRY”

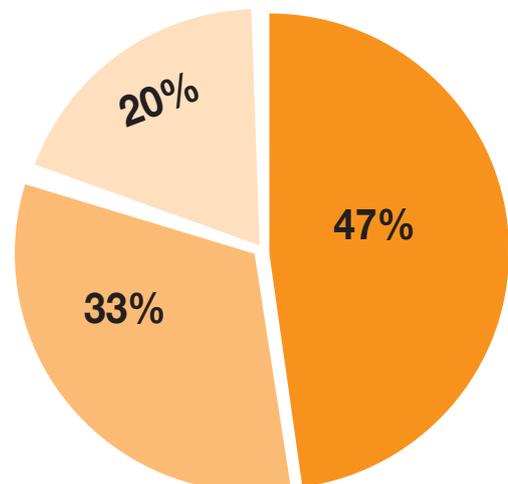
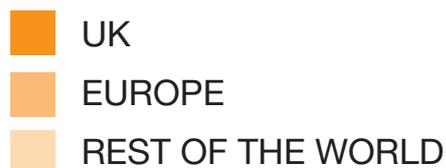
ABOUT THE MAGAZINE

The magazine is features-led and every edition is full of news and articles relevant to wave & tidal industry. Our emphasis is on providing good quality and interesting editorial to create a magazine which is well respected by our readers. Contributions are always sought from companies and industry experts. We will gladly help you plan in editorial to form part of your annual marketing mix.

The interactive links throughout the magazine lead to additional supporting information to give our readership a highly informative experience and relevant information at their fingertips – both online and in print.

- Bi-monthly magazine with regular information reaching your core audience
- Features led, showcasing your company's expertise in this area
- Circa 8,000 copies sent to a mix of print and digital edition subscribers
- Unique interactive digital contact links/QR codes taking our readers to your digital information, enriching the articles with extra information. You can track the responses you get
- Genuine editorial – the magazine is filled with interesting articles from experts in their field from the whole wind industry supply chain meaning that it is widely read and respected
- No charge for editorial which means free publicity as part of your marketing

MAGAZINE DISTRIBUTION



INTERACTIVE LINKS

Having interactive links prioritises your editorial in the magazine over those without the links



ENHANCE AND MAKE THE MOST OF YOUR EDITORIAL IN THE MAGAZINE.

Up to three links to additional information about your company gives our readers just what they need to see at a time when they are interested in learning more about your company's services.

Scan/Click the pink link to take you straight to your website.

Scan/Click pink link to take you straight to your brochure.

Scan/Click green link to play a video.



- » Up to three links at the end of your editorial to more information.
- » The link can be to anything digital such as website, testimonials, brochures, white papers, contact information, mini CV's, vacancies, case studies, videos, charts and much more.
- » Access the stats on the views from your own analytics.
- » If you write longer articles we can abridge the text to appear in the magazine. We will host the full article and add a link to it. Therefore you are not having to cut your story short.
- » We can also provide you with the PDF of your articles so you can use it in your wider marketing – upload to your website, use as mail outs or handouts at shows and exhibitions.

COST:

1 EDITION	(2 MONTHS ONLINE)	£350
6 EDITIONS	(1 YEAR ONLINE)	£1850

“ THE ONLY MAGAZINE FOR THE WAVE & TIDAL INDUSTRY ”

MAGAZINE FEATURE SPONSORSHIP

Each edition of the magazine contains a number of different editorial features and opportunities. Each contains an in-depth spotlight on an area of interest and importance to the industry. Sponsorship of a feature offers a great opportunity for your company to be seen as the champion in this particular field.

- Branding in the header of each page of the feature placing you as the leader in this field
- Whole feature designed in your company colours creating brand awareness and recognition
- First editorial double page for your editorial and inclusion of eye-catching, strong imagery
- Up to 3 links to more information added at the end of the article offering our readers an easy method of seeing more about your company and its expertise
- PDF of your article for you to use in your wider marketing (have it printed/upload to your website/email out etc), making your marketing spend work harder
- Link to your website in our forthcoming features list
- Statistics on the views available through your analytics

MINI SPONSORSHIP - 2 PAGES

Sponsorship of a mini feature offers a great opportunity for your company to be seen as the champion in your particular field of expertise. You will have a double page spread which you can use flexibly, perhaps to run a thought leadership article or a technical piece. Your branding will appear in the header bar and links to up to three places will be added (website/video/brochure for example), directing our readers straight to your information, so you can monitor the response.

Double page editorial

Your branding in the header



'DIGITISATION' OF INSPECTION DATA IS THE FIRST STEP TO 'DIGITALISATION' OF O&M

As the wind industry continues to expand in scale and geographic reach, the 'digitalisation' of vital operations & maintenance data is set to gather pace. Wind energy asset owners and operators are increasingly redefining their approach to O&M, by adopting technologies that introduce greater efficiencies and streamline processes. Many have invested and are continuing to invest in predictive maintenance solutions, combining improved SCADA data analytics, CMS systems, oil monitoring and machine learning



Despite this high-level investment, however, one of the most essential requirements of a data-driven approach is often overlooked.

KEY CHALLENGE

Specifically, the management and analysis of O&M inspection data remains a key challenge to the wind industry. Inspection and service work can potentially generate vast amounts of data, but recording this information using pen and paper, or manually inputting findings from field reports into centralised logs can be an immensely time-consuming and labour-intensive process. It also leaves little scope for effective analysis of the

data. This makes it harder to track the health and performance of individual turbines and apply learnings across an entire turbine fleet.

To quantify this challenge, it is estimated that management teams currently spend 80% of their time on average organising their inspection data – that is, pulling it into one place and cleaning it for consistency – and just 20% of their time actually using this data to inform their decision making. That means less time to track failure rates, respond to developing technical and safety issues and determine where the maintenance budget should be focused.

EMBRACING NEW TECHNOLOGIES

Tools that enable technicians to 'digitise' their inspection data (i.e. turn that data into a digital form) are consequently growing in prominence. Yet a cultural obstacle remains, since technician teams and managers can often be reluctant to move away from what are seen as tried and trusted methods of data collection and embrace new technologies – particularly when they consider the time of investment required to get these systems up and running.

The good news is that great progress has been made in the development of solutions designed to overcome this

cultural resistance and the perceived pain of 'going digital'. Below are three key digitalisation trends that will help the O&M sector harness the true potential of digitalisation.

3 KEY DIGITISATION TRENDS

1. Quick and painless deployment
New digital technologies, aimed specifically at O&M within the wind industry, possess a number of advantages over one-size-fits-all solutions designed to be used across a range of sectors. The latter will often require weeks of detailed

individual sites. For instance, field technicians may use different terminology to describe similar failure modes – such as 'microplitting' versus 'surface damage'. Again, this lack of standardisation can make it difficult for managers to efficiently track, analyse and respond to trends in turbine condition and performance.

Digital tools introduce a standardised language for defect reporting, increasing accuracy and reducing the potential for inconsistencies and ambiguities. They also allow

team which high-risk components they need to focus on for the next inspection.

This ability to easily access, track and analyse condition data enables decision-makers to better monitor O&M activities, as well as the progress of any turbine damage and effectively prioritise their O&M requirements. Ultimately, therefore, digital inspection approaches provide a greater level of insight into asset condition and drive efficiencies in financial planning for O&M.

MOVING FORWARD

Currently, the digitalisation of wind energy O&M data remains in its infancy, especially when compared with other industries, such as aviation. Despite this, the benefits of increased uptake and integration of digital technologies are clear.

Ultimately, the statistics speak for themselves. For instance, EBNPC, who used the fieldPRO™ system to conduct End of Warranty inspections for 50 turbines, found that they were able to complete inspection reporting within 72 hours – as compared to the three-four weeks this would take using traditional paper-based reporting. Moreover, the benefits of digitalisation are felt not only on a project and portfolio-wide level by management teams, but also by field technicians, who commonly express their satisfaction that they no longer need to spend time writing reports and manually uploading images each evening.

BENEFITS

Greater appreciation and awareness of these benefits should empower both O&M managers and technicians to incorporate digital tools into their everyday working environment. By 'digitising' inspection data, asset owners and their maintenance teams can take the first step to 'digitalising' their O&M practices.

ONYX InSight



Digital tools introduce a standardised language for defect reporting, increasing accuracy and reducing the potential for inconsistencies and ambiguities

formatting and customisation before they can be deployed in the field and used to record wind turbine data. By contrast, technologies such as ONYX InSight's fieldPRO™ mobile software, designed by engineers specifically for collecting and monitoring wind turbine inspection data, allows technicians to quickly begin submitting and storing results directly from the field.

Mobile software of this type, designed by engineers, for engineers, is easy and intuitive for technicians to use. By allowing them to input data in real time and upload images directly, these tools enable technicians to increase productivity and significantly cut the time they spend manually completing field reports. O&M managers also benefit from instantaneous and centralised access to field data such as failure rates, can keep an eye on health and safety protocol and track any relevant major or repeated issues with assets from across their sites.

2. Clean, consistent, and high-quality data first time

Manually completed field reports present challenges to O&M managers looking to compare notes from inspections and repairs carried out across portfolios or even within

technicians to easily review and pass on information and recommendations based on previous inspections between them. Any data submitted from multiple devices is merged and a turbine's record updated, allowing multiple technicians to work on a single turbine and simultaneously share their progress.

In addition to turbine condition data, digital tools can help optimise health and safety practices by using GPS and time-stamped data to validate and ensure adherence to LOTO and PPE procedures.

3. Comprehensive insight into asset performance and O&M activities
O&M data recorded and submitted by field technicians using fieldPRO™ or similar technologies is digitally stored and hosted on a cloud-based network, which can be accessed and reviewed by site managers, engineers or asset owners, as required.

Having standardised cloud-based data at their fingertips gives O&M managers clear visibility over the inspection process and immediate updates with the inspection results. This allows them to quickly prioritise current tasks and also informs the

COST: £1150

PINK LINK clicks straight through to your website, brochure, longer article, social media etc. **GREEN link** plays your video.



REGULAR SPONSORSHIP - 6 PAGES

Each edition of the magazine contains a number of different editorial features. Each contains an in-depth spotlight on an area of interest and importance to the industry. Sponsorship of a regular feature (six pages) offers a great opportunity for your company to be seen as the champion in this particular field. You can invite partner companies to contribute to the feature.

Double page editorial opening the feature



Your branding in the header on each page of the 6-page feature



INNOVATIONS IN VAWTs

Water2Energy developed several versions of its Darrieus turbine to place innovative and cost-effective products in the market

The vertical axis water turbine (VAWT) has several advantages: the biggest advantage is that the generator can easily be placed above the water, reducing the risks of failure and facilitating the ease of maintenance.

NEW R&D MANAGER

All these innovative projects will be professionally developed so the company therefore recently recruited a new R&D manager, Bart van Liere. With working experience in both R&D and fieldwork he will be managing the projects from R&D to installation, operation & maintenance.

FISH FRIENDLINESS

Since 2014 the Darrieus turbines were tested in a European test trajectory, Pro-tide, with partners from different countries. Tests were carried out with version DII on the Scheldt river in Belgium and the VAWT performed best out of a selection of 20 turbines.

Next, tests were done on fish friendliness. In this test a scaled model (D3) of the turbine was tested. In this

test a scaled model of the turbine was tested while 'scaled', so smaller fish were guided through the turbine. The results showed that the mortality of fish can be reduced enormously in comparison to the Kaplan turbine for example, which is often used in weirs.

INCREASING OUTPUT BY PITCH CONTROL

The output of the turbine can be increased by using pitch control in which vertical foils are adjusted during rotation (see Torque VAWT on opposite page). Pitch control is tested on different prototypes and findings showed increased power output of between 30% and 50%. The efficiency was increased as well because less vortices were formed and therefore the pressure drop over the machine is less.

In future product development the

next step will be to build a 300kW turbine including pitch control. The design is nearing completion and Water2Energy is planning a crowdfunding programme for these developments.

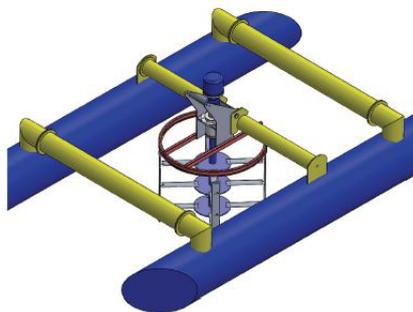
PORT OF ANTWERP - LAUNCHING CUSTOMER VAWT VERSION D4

The advantages of a Darrieus turbine are also recognised by the Port of Antwerp. The preliminary design of Water2Energy was selected for installation in the drain channel of the lock at Kalleo in the port of Antwerp. The first turbine will be installed in October 2016 and more will follow after installing and commissioning the first turbines.

The turbine will deliver a power of 150kW, which will be sufficient to supply approximately 150 households.



R&D Manager Bart van Liere



Prototype DII

Further developments are continuing in close cooperation with the Port of Antwerp and De Meyer Construction in Belgium.

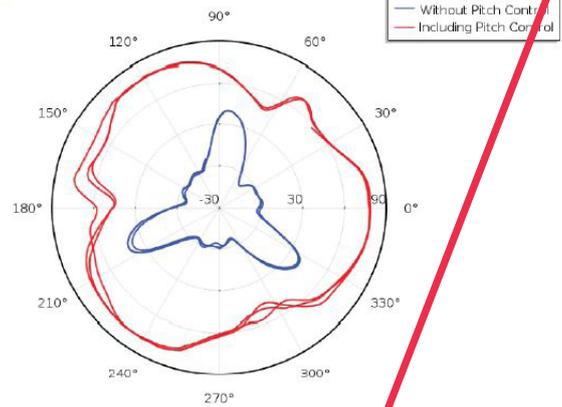
BUDGET VAWT FOR CAMEROON

Small VAWTs (1-25kW) can be used in developing countries to supply power to communities in rural areas. A 1kW prototype is being tested and will be installed in Cameroon in autumn 2016. The company which uses local business contacts selects a community to test the turbine and give their feedback.

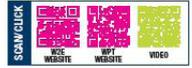
This alternative is very welcome in rural areas since transport to and from the city is difficult and the price for diesel generator fuel is therefore high. The foils are made from locally available hardwood and in future they will be fabricated in Cameroon itself.

Water2Energy

Torque VAWT

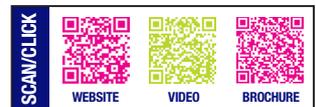


— Without Pitch Control
— Including Pitch Control



COST: £1750

PINK LINK clicks straight through to your website, brochure, longer article, social media etc. **GREEN** link plays your video.



SUPER LARGE SPONSORSHIP - 12 PAGES

Each edition of the magazine contains a number of different editorial features. Each contains an in-depth spotlight on an area of interest and importance to the industry. Sponsorship of a super large feature (12 pages) offers a great opportunity for your company to be seen as the champion in this particular field. You can invite partner companies to contribute editorial or adverts to the feature and you can purchase additional pages if required.

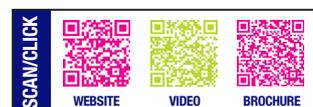
Double page editorial opening the feature

Your branding in the header on each page of the super feature

Invited partner companies

COST: £3000
ADDITIONAL PAGES: £850

PINK LINK clicks straight through to your website, brochure, longer article, social media etc. **GREEN** link plays your video.



CARRIER SHEET

The sheet with your address which accompanies each magazine

FEATURES

- » Be seen by our readers immediately
- » A4 sheet can be kept
- » Your advert on both front and reverse

BENEFITS

- » Your details to hand
- » High impact

COST: £1850



ARTICLE REPRINT

Have your article made into a 4-page brochure, including bespoke cover and advert.

FEATURES

- » Brochure to hand out
- » Digital copy included

BENEFITS

- » Reach a wider market
- » Use on social media and sales platforms



COST: £950 for 1,000 copies



BELLY BAND

An eye-catching band, 10cm wide, which wraps around the magazine cover both front and back. The ends of the bellyband tuck into the pages of the magazine and are glued in place. The magazine then opens up to a specific page either with your editorial or advert on it (so directing the reader straight to your company's page). The glue is removable so the pages are not damaged in the process.

The reader opens the magazine straight to your pages.

The artwork runs on one side of the belly band and can contain any information of your choice - such as logos, images and text. This is useful to promote a product launch or presence at a particular conference or event. We will create the artwork for you. Cost is included in the price.

FEATURES

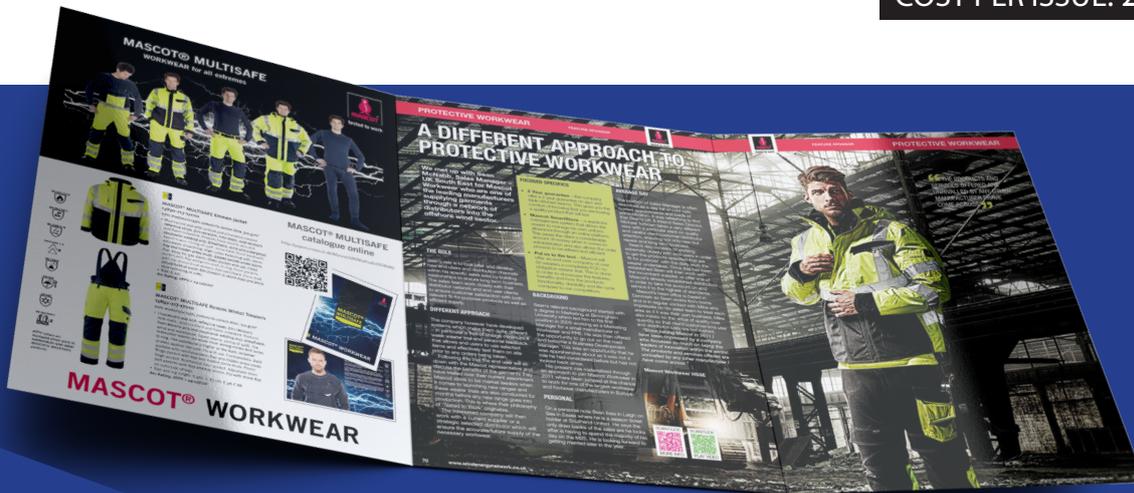
- » Prominent position
- » Opens to a specified page in the magazine
- » Use your own design
- » Low cost, high impact

BENEFITS

- » Will catch the eye of our reader
- » Opens to your advertising/ editorial page, guaranteeing it will be seen
- » Create brand awareness
- » Ensuring your company stands out



COST PER ISSUE: £2900



COST PER ISSUE: £4000

GATEFOLD

WHAT IS A GATEFOLD?

The left or right edges of the page fold inward and meet in the middle of the magazine without overlapping. When the page is folded out it doubles the page size. These are typically used as high impact images/ads or technical pieces. These can easily be incorporated into any of the features within the magazine to make a bold impact.

FEATURES

- » Large area (at least four pages) of coverage
- » Great for running a technical piece plus advert
- » The foldout is interactive
- » Versatile
- » Prominent

BENEFITS

- » Will catch the eye of our reader
- » Our readers engage with your information, making it highly memorable
- » High impact on our readers
- » Content is up to you
- » Positioning your company as leader in the field



WEBSITE ADVERTISING

BUTTON ADVERTS...

FEATURES

- » On each page of the website
- » Randomised order of appearance
- » Eye catching
- » Link to website/ event
- » Limited availability
- » Low annual cost

BENEFITS

- » Highly visible branding
- » Equal turn at the best slots
- » Brand awareness
- » Monitor your views – highly accountable
- » Your button will stand out
- » Very good value

Button advert size: 100 pixels high x 153 pixels wide)

COST:	PER MONTH	£125
	ANNUALLY	£1250



ANNUAL YEAR PLANNER

- » 3,400 copies mailed out to decision makers along with the December /January magazine
- » 12 months advertising and promotion
- » A1 size – large and eye-catching
- » Only a few advertising spaces available

SMALL ADVERT

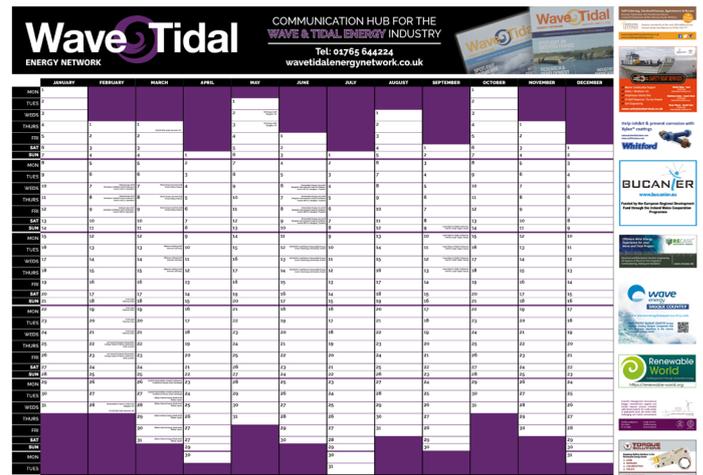
93mm (w) x 40mm (h)

LARGE

(LANDSCAPE)
197mm (w) x 79mm (h)

MEDIUM

93mm (w) x 79mm (h)



COST:	SMALL ADVERT	£500
	MEDIUM ADVERT	£650
	LARGE ADVERT	£800



INDUSTRY SHOWCASE

Classified listing and advertising section within the magazine

- » Showcase your business
- » Cost effective regular marketing
- » Adverts designed free of charge

SMALL ADVERT

87mm (w) x 30mm (h)

MEDIUM

87mm (w) x 62mm (h)

LARGE

87mm (w) x 130mm (h)

LINEAGE

Company name, telephone number, email and website

INDUSTRY SHOWCASE

THE IRISH SEA WAVE AND TIDAL CLUSTER

The maritime energy sector together with other renewable energy sectors are being supported by a new project called BUCANIER

Aimed at creating networks and sharing best practice, BUCANIER is led by Pembrokehire County Council in conjunction with Welsh and Irish partners.

WHAT DO WALES AND IRELAND HAVE TO OFFER THE MARINE ENERGY SECTOR?

A new third wave of energy companies are looking to Pembrokehire to exploit the combination of the County's natural resources, supply chain companies, skilled labour and access to the national grid. This builds on the County's 60 plus years of experience in playing an important role in providing a significant proportion of the UK's energy needs. The region is at the forefront of the Welsh push to develop marine energy and is now attracting developers to build and deploy test device units in the 'Haven waterway' and around the coast.

Pembrokehire can offer marine energy companies...

- » Excellent marine energy resources in the form of wave energy, tidal flow and tidal range (maximum 7.2m in Milford Haven)
- » An experienced energy supply chain including mechanical and marine engineering companies
- » A deep water port with no restrictions on access and facilities for building and deploying very large devices
- » Available connections to the 400 KV national grid
- » Potential access to €100 million of EU Structural Funds prioritised by the Welsh Government for marine energy



ADDITIONAL SERVICES

In addition to fundamental scientific research, the Centre provides targeted research and consulting services to a wide range of companies, including over 48 active industry partners, which has established it as a preferred research and development partner for both academia and industry worldwide. In doing so, MaREI seeks to maintain the forward momentum of the MRE sector through the development of technologies, tools and processes that will accelerate the progress of wave & tidal energy devices towards open-sea deployment and commercialisation.

MaREI also offers unique world-class infrastructure and testing facilities that allow the systematic identification and reduction of development risks through a structured 'Technology Readiness Level' (TRL) development cycle. These include the Lir National Ocean Test Facility (Lir-NOTF), Limerick Docks tidal flow testing facility, Structural Research Laboratory, Coastal Observing Facility Station, and Marine Head Atmospheric Research Station, amongst others

MaREI's strengths lie in the multi-disciplinary nature of its research teams, allowing it to combine insights across areas such as Marine Renewable Energy Technologies, Materials & Structures, Observation & Operations, Coastal & Marine Systems, Bioenergy, Energy Policy & Modelling and Renewable Energy Management. As a driver of collaboration, the Centre comprises over 200 world-class researchers who are collaborating with stakeholders located across more than 38 countries and who have a proven track record in academic excellence, consistently publishing in high-impact journals and participating in major EU and international initiatives.



COST:

	1 x series	4 x series
LINEAGE	£50	£150
SMALL ADVERT	£150	£450
MEDIUM ADVERT	£250	£750
LARGE ADVERT	£425	£1,275

BUY 3 ADVERTS, GET 1 FREE*

*Adverts to run in 3 consecutive issues plus the free advert running in the 4th issue.

THE IRISH SEA WAVE AND TIDAL CLUSTER

Image courtesy of: Welsh Government

AND IRELAND HAVE TO OFFER THE MARINE ENERGY SECTOR?

A new third wave of energy companies are looking to Pembrokehire to exploit the combination of the County's natural resources, supply chain companies, skilled labour and access to the national grid. This builds on the County's 60 plus years of experience in playing an important role in providing a significant proportion of the UK's energy needs. The region is at the forefront of the Welsh push to develop marine energy and is now attracting developers to build and deploy test device units in the 'Haven waterway' and around the coast.

IRELAND'S RESEARCH CENTRE - ADDRESSING GLOBAL CHALLENGES

MaREI is a research, development and innovation centre, supported by Science Foundation Ireland, which operates across the fields of marine research, marine renewable energy and renewable energy. The Centre's activities are motivated by the need to address global challenges such as blue energy and the need to reduce carbon emissions. MaREI offers unique world-class infrastructure and testing facilities that allow the systematic identification and reduction of development risks through a structured 'Technology Readiness Level' (TRL) development cycle. These include the Lir National Ocean Test Facility (Lir-NOTF), Limerick Docks tidal flow testing facility, Structural Research Laboratory, Coastal Observing Facility Station, and Marine Head Atmospheric Research Station, amongst others

T 01765 644224 E sales@greenenergypublishing.co.uk W www.wavetidalenergynetwork.co.uk

OTHER SERVICES

- AXYS TECHNOLOGIES www.axystechnologies.com
- BLADT INDUSTRIES www.bladt.dk
- BOLTIGHT LIMITED www.boltight.com
- CLEETHORPES LETTINGS www.cleethorpeslettings.co.uk
- EEEGR www.eeegr.com
- FCBI www.fcbinet.com
- HESKINS LTD www.heskins.com
- JFC MARINE www.jfcmarine.com
- KURO DRAGON www.kurodragon.com
- MASCOT INTERNATIONAL LTD www.mascotworkwear.com
- TECHNOCOVER www.technocover.co.uk
- TOS - PEOPLE ON DEMAND B.V. www.tos.nl

PROFESSIONAL SERVICES

- ARMSA CONSULTING www.armsa.co.uk
- MASCOT INTERNATIONAL LTD www.mascotworkwear.com
- SECERNA LLP www.secerna.co.uk
- TOS - PEOPLE ON DEMAND B.V. www.tos.nl
- WILKIN CHAPMAN LLP SOLICITORS www.wilkinchapman.co.uk

SPECIALIST SERVICES

- RES
- SABIK OFFSHORE
- SPOT LONE WORKER SOLUTIONS
- TECHNOCOVER
- TOS - PEOPLE ON DEMAND B.V.
- SURVEY

SAVED BY SPOT

SPOT Lone Worker Solutions

SPOT delivers affordable, location-based messaging and fire-sending emergency notification technology via satellite to tens of thousands of users world-wide, completely independent of mobile phone networks.

Read how customers including General Electric, Wind Energy, the UK Forestry Commission and Northern Water Group have come to rely on SPOT.

Find out more at www.spot.com/uk

+353 1 200571 esales@spot.com

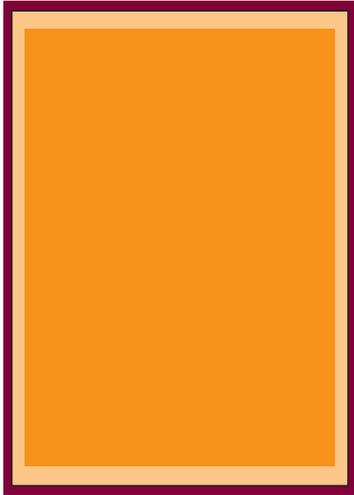
TO ADVERTISE IN THIS SECTION CONTACT +44 (0)1765 644224

AN AFFORDABLE WAY TO ADVERTISE YOUR BUSINESS - PRICES START AT £50

ADVERT ARTWORK SPECIFICATION

IMPORTANT: All dimensions are given in mm (millimetres) – width x height

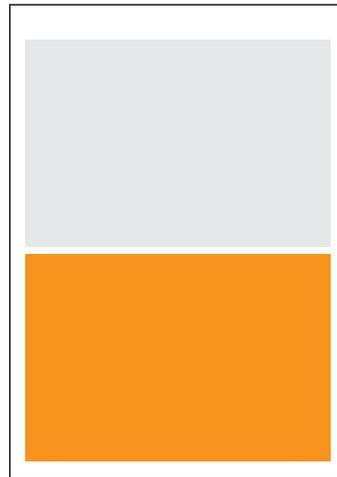
FULL PAGE



FORMAT:
FULL PAGE (Portrait)

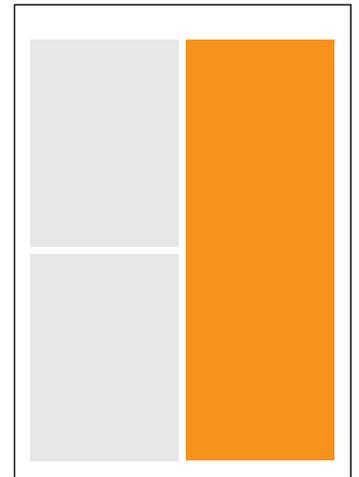
DIMENSIONS:
210mm X 297mm
5mm BLEED ALL ROUND
TYPE + BLEED AREA
220mm x 307mm

HALF PAGE ADVERTS



FORMAT:
HALF PAGE (Landscape)

DIMENSIONS:
180mm X 130mm
TYPE AREA ONLY
NO BLEED



FORMAT:
HALF PAGE (Portrait)

DIMENSIONS:
87mm X 266mm
TYPE AREA ONLY
NO BLEED

PLEASE CHECK THIS SHEET CAREFULLY BEFORE SENDING ARTWORK:

COPY REQUIREMENTS:

- FORMATS:** We can accept:
- Press-ready PDF files. This is our preferred format.
 - EPS, hi-res TIFF and JPEG files.
- COLOUR:** Colours must be 4 colour process – CMYK (No RGB, Spot or Pantone Colours).
- FONTS:** PDF: All fonts must be embedded in the file.
- IMAGES:** If supplying separately, images must be high resolution in JPEG Min 300dpi.
- TEXT:** If supplying separately, text must be supplied in an editable format. (for example in a Word document or Email)
- BLEED:** NO bleed required on any advert EXCEPT FULL PAGE ADVERTS.



FORMAT:
HALF PAGE DOUBLE (Landscape)

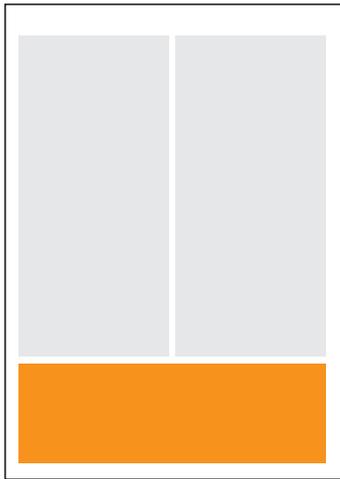
DIMENSIONS:
390mm X 130mm (Allow 30mm for the spine)
TYPE AREA ONLY
NO BLEED



ADVERT ARTWORK SPECIFICATION Continued...

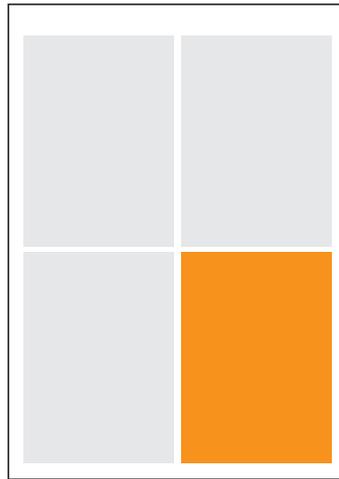
IMPORTANT: All dimensions are given in mm (millimetres) – width x height

QUARTER PAGE ADVERTS



FORMAT:
QUARTER PAGE (Landscape)

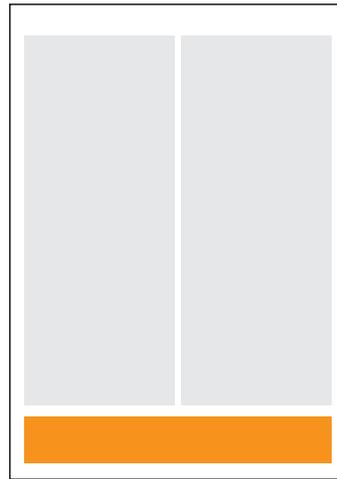
DIMENSIONS:
180mm X 65mm
TYPE AREA ONLY
NO BLEED



FORMAT:
QUARTER PAGE (Portrait)

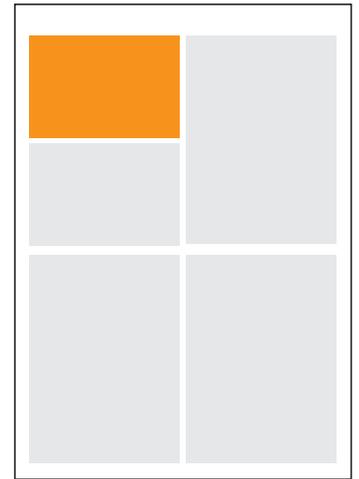
DIMENSIONS:
87mm X 130mm
TYPE AREA ONLY
NO BLEED

EIGHTH OF A PAGE ADVERTS



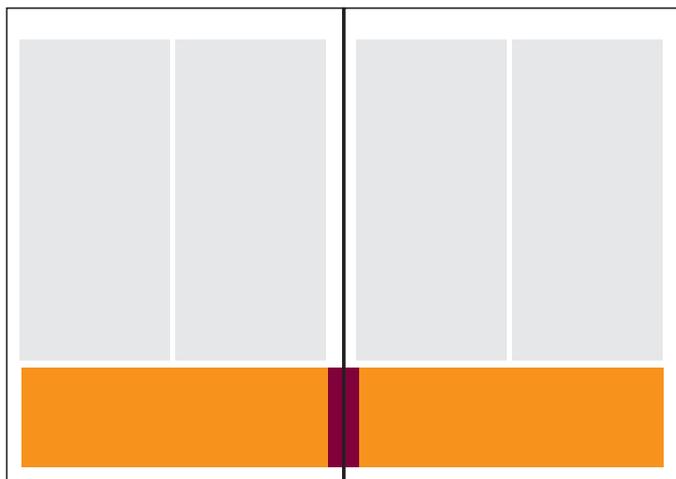
FORMAT:
EIGHTH OF A PAGE (Landscape)

DIMENSIONS:
180mm X 33mm
TYPE AREA ONLY
NO BLEED



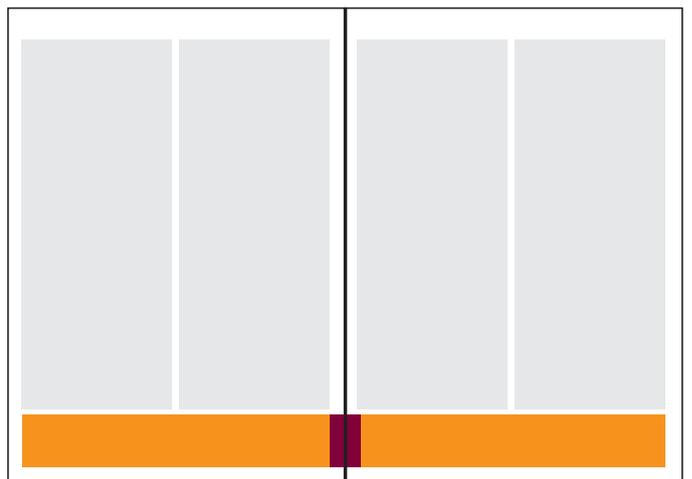
FORMAT:
EIGHTH OF A PAGE (Business Card)

DIMENSIONS:
87mm X 62mm
TYPE AREA ONLY
NO BLEED



FORMAT:
QUARTER DOUBLE (Landscape)

DIMENSIONS:
390mm X 65mm (Allow 30mm for the spine)
TYPE AREA ONLY
NO BLEED



FORMAT:
EIGHTH OF A PAGE DOUBLE (Landscape)

DIMENSIONS:
390mm X 33mm (Allow 30mm for the spine)
TYPE AREA ONLY
NO BLEED



ADVERT ARTWORK SPECIFICATION Continued...

IMPORTANT: All dimensions are given in mm (millimetres) – width x height

CLASSIFIED ADVERTS

SMALL	87mm (w) x 30mm (h)
MEDIUM	87mm (w) x 62mm (h)
LARGE	87mm (w) x 130mm (h)
EXTRA LARGE	87mm (w) x 266mm (h)
LINEAGE	Company name, telephone number, email, website, brief 50 character (approx 4-8 words) description of your business.

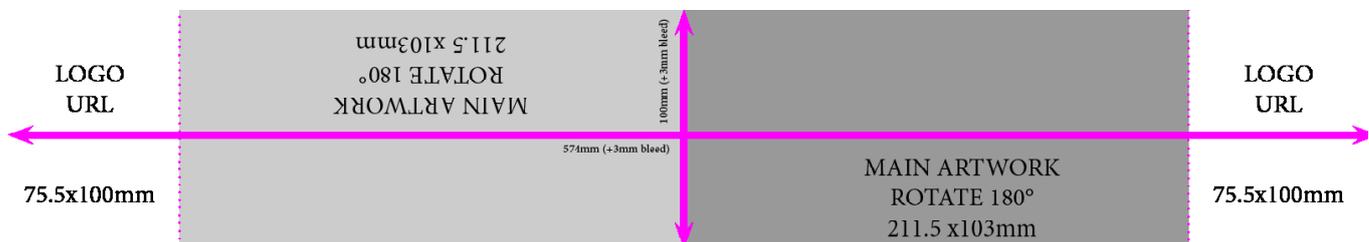
MATRIX ADVERTS

SMALL	90mm (w) x 50mm (h)
MEDIUM	90mm (w) x 115mm (h)

YEAR PLANNER ADVERTS

SMALL	93mm (w) x 40mm (h)
MEDIUM	93mm (w) x 79mm (h)
LARGE (LANDSCAPE)	197mm (w) x 79mm (h)

BELLY BAND



4-PAGE GATEFOLD

The left or right edges of the page fold inward and meet in the middle of the magazine without overlapping. When the page is folded out it doubles the page size.

ARTICLE REPRINT

Our magazine front cover, your editorial double page spread, back cover of either advert or additional editorial - 4 x A4 pages.

INSERTS

Maximum weight 12g

WEB BANNER ADVERTS

Banner Advert full width: 1160 pixels wide x 150 pixels high. Please note, these are maximum sizes
 Banner Advert half width: 560 pixels wide x 150 pixels high. Please note, these are maximum sizes
 Button Advert: 100 pixels high x 153 pixels wide



	1 EDITION	3 EDITIONS	6 EDITIONS
MAGAZINE ADVERTS			
FULL PAGE	£1,850	£4,700	£9,000
HALF PAGE	£1,150	£2,500	£4,800
QUARTER PAGE	£650	£1,570	£3,000
EIGHTH OF A PAGE	£375	£990	£1,700
INTERACTIVE LINKS			
	£350	£950	£1,850
SPONSORSHIPS			
MINI	£1,150		
REGULAR	£1,750		
SUPER LARGE	£3,000		
ADDITIONAL PAGES	£850		
CLASSIFIED ADVERTISING			
	1 X SERIES	3 X SERIES	
LINEAGE	£50	£150	
SMALL ADVERT	£150	£450	
MEDIUM ADVERT	£250	£750	
LARGE ADVERT	£425	£1,275	
(BUY 3 AND GET 1 FREE)			
YEAR PLANNER			
SMALL ADVERT	£500		
MEDIUM ADVERT	£650		
LARGE ADVERT	£800		
ADDITIONAL MARKETING			
LEAFLET INSERT - UP TO 8 PAGES	£2,100		
MATRIX ADVERT	£300		
CARRIER SHEET	£1,850		
BELLY BAND	£2,900		
4-PAGE GATEFOLD	£4,000		
E-SHOT	£650		
ARTICLE REPRINT	£950 for 1,000		
WEBSITE ADVERTISING			
	1 X MONTH	1 X YEAR	
BUTTON	£125	£1,250	
BANNER HALF	£200	£2,000	
BANNER FULL	£300	£3,000	
COMPLETE DESIGN SERVICE			
	from £120 (POA)		

All adverts designed by us are fully interactive online, so will link to your website and email addresses allowing you to monitor your response: • Adverts • Brochures • Marketing • Corporate Branding

Visit our website for the latest package offers

BESPOKE PACKAGES: A tailor-made package can be created just for your company by our experienced Account Managers. This may include choices from our huge range of options, such as online, in-print and direct e-marketing.
GREAT DISCOUNTS ARE AVAILABLE WITH THE BESPOKE PACKAGES