

Effective Communication Advertise in the next issue

PROMOTIONAL PRODUCT DISTRIBUTOR

ppd

The magazine read by
the whole industry

**THE NUMBER ONE MAGAZINE FOR
SUPPLIERS AND DISTRIBUTORS
OF PROMOTIONAL PRODUCTS.**

- 8,000 copies distributed
- 15,000 on-line readers
- Read by the key industry decision makers
- Effective advertising - from half column size to double page spreads
- Well regarded Supplier Directory
- Recruitment Advertising
- Economical and cost-effective loose inserts

On-line version: A link to the on-line version is emailed to our entire database. This is powered by network catalogue with page turn technology.

All magazine adverts and directory entries are web enabled so that viewers can click through to the advertiser's web site.



Contact: advertising@ppda.co.uk Tel: 0844 880 2751

Rate card January 2012

PROMOTIONAL PRODUCT DISTRIBUTOR



Get your message
in front of more
Promotional
Product
Distributors and
grow your
business



PROMOTIONAL PRODUCT DISTRIBUTOR MAGAZINE

The premier magazine for suppliers and distributors of promotional products. Over 80 pages of news, products, technology and innovations along with industry "gossip" and features. The industry's most important publication with the widest distribution throughout the UK, Ireland and Europe.

Published by: Promotional Product Distributor
Unit 4, Rhodes Business Park
Silburn Way, Manchester Old Road
Middleton, Manchester M24 4NE
Tel: 0844 880 2751 Fax: 0870 145 3861
Web: www.ppda.co.uk

Published: bi-monthly

Circulation: 8,000 copies printed 15,000 online readers

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Series discount - 3-5 editions	7.5%
Series discount - 6 editions	10%
Agency bookings discount:	10%
Guaranteed Position:	10% Extra
Size:	297 x 210mm - A4
Artwork guidelines:	High resolution complete artwork only. Alterations and additions may be charged.
Contact:	advertising@ppda.co.uk

These advertising rates supersede all previous rate card prices.

CHECK OUT THE SAVINGS FOR YOUR ANNUAL TRADE ONLY MEMBERSHIP. MEMBERSHIP IS AVAILABLE FROM JUST £149 FOR 12 MONTHS!

GENERAL ADVERTISING

PPD MAGAZINE	PRICE MEMBERS	PRICE NON MEMBERS
Double Page Advert	£1350	£2550
Full Page Advert or Advertorial	£850	£1800
Half Page Advert or Advertorial	£665	£1425
Third Page Advert	£490	£1050
Quarter Page Advert	£385	£825
Eighth Page Advert	£266	£570
Classified Advert (per word)	£1.05	£2.25
Loose Magazine Insert (upto A4)	£770	£1650
Cover - Ears (each)	£300	£575
Cover - Bottom Flash	£850	£1800

PREMIUM ADVERTISING

PPD MAGAZINE	PRICE MEMBERS	PRICE NON MEMBERS
Full Page Advert on Back Cover	POA	POA
Full Page Advert Inside Back Cover	POA	POA
Full Page Advert Inside Front Cover	POA	POA

PPD SUPPLIER DIRECTORY

PPD MAGAZINE	PRICE MEMBERS	PRICE NON MEMBERS
Series Of 6 (your choice of category)	£300	£675
Additional Category (3 + POA)	£120	£280

RECRUITMENT ADVERTISING

PPD MAGAZINE	PRICE MEMBERS	PRICE NON MEMBERS
Half Page Advert	£665	£1425
Quarter Page Advert	£385	£825

WEB BANNERS ON WWW.PPDA.CO.UK NEWS SITE

WWW.PPDA.CO.UK NEWS SITE	PRICE MEMBERS	PRICE NON MEMBERS
Overhead banner. Appears on ALL web pages for one month.	£250	£400
Right side column banner. Appears on ALL web pages for one month.	£150	£250
Left side column banner. Appears on all pages excluding the supplier directory.	£125	£200

All banners can be animated. Click through to the web page of advertisers choice. Header graphic is 980 x 110 pixels. Side column graphics are 190 x 290 pixels.

PPD E-BLAST

PPD E-BLAST	PRICE - MEMBERS ONLY
Email marketing is one of the most cost effective ways of getting your message to the market, and with our regularly updated mailing list of 14,000 industry contacts, a PPD eBlast is a great way to get your campaign going. Cleanest list in the industry.	Prime Time Tues/Wed/Thurs 10.30 - 12 noon slots: £350 ea. 4 series - 1 a week £320 ea.
	Monday & Friday slots and off peak times: £300 ea. 4 series - 1 a week £280 ea.

All prices are exclusive of VAT

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Features and Dates Jan 2012

PROMOTIONAL PRODUCT DISTRIBUTOR



The only
magazine
that reaches
the whole
industry!



Issue	Edition	Feature	Closing for Editorial	Closing for Adverts	Publication
30	March 2012	TONS2012 Review The UK Today - British made and proud Make it a Date - 2013 Calendars and Diaries reviewed Tee Time Again - it's spring and it's... golf Win with Awards Getting Away - Promotional Travel Goods	6th February 2012	10th February 2012	14th March 2012
31	May 2012	On the Desk whats new on yours? Take note! Paper products reviewed Mugging up? Ceramics today Badge of honour - the world of identity products Sporting chances - a runaway success Executive Items - Gifts of Quality	2nd April 2012	6th April 2012	9th May 2012
32	July 2012	A Flash in the pan - technology products reviewed Printing and decorating Toys and games - for big girls and boys Looking at lifestyle products Food and drink - toasting success The Big Event; Conference & Exhibition Items	28 May 2012	1st June 2012	25th June 2012
33	September 2012	APG expo Preview Ecologically Sound Bagging the Market Christmas Is Coming... European Review Time To Buy - Promo Clocks and Watches Electronics Now!	23rd July 2012	27th July 2012	30th August 2012
34	October 2012	Crystal Clear - the way forward for glass, crystal and decorators Well Being - promotional products to make you feel good Pens - writing the story Leather - no hiding place Confectionery - chocs away Caps - head of the queue	19th September 2012	24th September 2012	16th October 2012
35	January 2013	Bumper National Show edition Plastic products - bend me shape me... Workwear - where the money is Let it rain - brollies and more Stress items - squeezing the market	28th November 2012	2nd December 2012	3rd January 2013

All dates subject to change

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MECHANICAL DATA FOR 3 COLUMN PPD

PROMOTIONAL PRODUCT DISTRIBUTOR



Get your message
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Promotional
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MECHANICAL DATA

Please note all sizes are in Millimetres and they are all Height first and then Width

Page size	Type	Bleed	Trim
Double Page Spread	268mmH x 380mmW	303mmH x 426mmW	297mmH x 420mmW
Full Page	268mmH x 171mmW	303mmH x 216mmW	297mmH x 210mmW
Half Page Vertical	268mmH x 85mmW		
Half page vertical with bleed	297mmH x 104mmW	303mmH x 110mmW	
Half Page Horizontal	130mmH x 171mmW		
Half Page Horizontal with bleed	148mmH x 210mmW	154mmH x 216mmW	
Quarter Page Vertical	130mmH x 85mmW		
Quarter Page Horizontal	65mmH x 171mmW		
Single Column Width	xxmmH x 53mmW		
Third Page Vertical	148mmH x 120mmW		
Third Page Horizontal	98mmH x 210mmW	104mmH x 216mmW	
Cover - Bottom Flash	50mmH x 210mmW	50mmH x 216mmW	
Cover - Ears	30mmH x 50mmW		

If producing a single column width please use any of the heights stated above.

SUPPLYING DATA TO PPD

Email: Nigel Bailey Nigel.Bailey@tradeonly.co.uk or Gail Kilcoyne Gail.Kilcoyne@tradeonly.co.uk

FTP: hostname: <ftp://ftp.tradeonly.co.uk>

username: `ppd_ftp`

password: `ppd_ftp`

If you need a FTP client you can download one from: <http://www.filehippo.com/software/ftp/>

or for Macs: <http://filezilla-project.org/download.php>

Please inform Gail once you have uploaded

CD or DVD. Please post to: Trade Only, PPD, Unit 4, Rhodes Business Park, Silburn Way, Middleton M24 4NE

Please label your folder with you Company Name. Ensure all artwork is clearly labelled with your company name_advert size and PPD issue number. eg. "**TradeOnly_Fullpage_iss26**" The issue number can be obtained from Gail on 0844 880 2751. Please post a colour proof of your artwork to: Trade Only, PPD Unit 4 Rhodes Business Park, Silburn Way, Middleton M24 4NE.

PPD cannot accept responsibility for any adverts reproduced incorrectly if a colour laser isn't supplied. We will endeavour to email you a pre production PDF of your supplied advert once it has gone through our system for your approval, this approval is final.

ACCEPTABLE FORMATS

Quark 7, CS3, PDF, Jpeg, Tiff & EPS

IMPORTANT,

Please if supplying hi-res (300dpi) PDF's please ensure where necessary they have bleed and tick marks. All files must be CMYK with the fonts embedded. Jpegs, Tiffs and Eps's must be supplied in CMYK and include bleed where necessary and tick marks. Quark, please include all images in CMYK and all fonts used in the document. Illustrator, all fonts outlined and all images CMYK and embedded.

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