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NURSERY INDUSTRY



## MEDIA INFORMATION



# Media Information

**Nursery Industry**, is the UK's longest established trade publication. It is published 12 times a year.

**Nursery Industry** keeps its readers informed about the latest industry news, legislation, new products, buying trends and trade shows.

**Nursery Industry** has an **ABC audited circulation** of 3,483 and is read by Proprietors, Buyers and Managers of independent and multiple retailers. **Nursery Industry** also reaches key buyers from the mail order sectors as well as internet sellers.



## Nursery Industry Features 2009

Each month **Nursery Industry** includes specific features along with regular editorial articles. Products not associated with the monthly features can be included in Product Focus.

Advertising opportunities are available within all the features and throughout the magazine.

### January

Sleep Solutions  
Every Penny Counts  
Play Mats & Gyms

### April

3 in 1's and 2 in 1's Pushchairs  
Natural, Organic & Environmental Baby  
Toys

### July

Nursery 2009  
Carriers and Slings  
Pregnancy  
Water Baby

### October

**BPA Show Preview**  
Gifts  
Musical Baby  
Wholesalers

### February

Monitors  
Travelling and accessories  
Nappies: Eco & Disposable

### May

Car Seats  
Outdoor Fun  
Creative Resources  
Gifts

### August

Pushchairs and Accessories  
Branded and Licensed Goods  
Furniture  
Safety in the Home

### November

Car Seats  
High Chairs and Feeding  
Home Safety  
**BPA Show Review**

### March

**Harrogate Supplement**  
Holidays  
Musical Baby  
Water Baby

### June

Changing Bags  
Feeding  
Sleep Solutions  
Learning Resources

### September

**Kind + Jugend Shoe Preview**  
Christmas Toys  
Monitors  
Teething and Tooth Care

### December

2009 Product Review  
Multiple Births  
Carriers and Slings  
Changing Bags



# Marketing Opportunities

Display advertising is proven to be a highly effective means of promoting products and services, however the benefits within **Nursery Industry** don't stop there – to ensure you gain the maximum benefit from the magazine a number of further promotional activities are available:

**Advertorial Profiles** - Advertorial profiles provide an excellent platform to launch new products or to ensure a high profile within a relevant feature. All are response focused with hotline numbers along with e-mail and website details.

**Website** – [www.nursery-industry.co.uk](http://www.nursery-industry.co.uk), used by retailers as an invaluable reference tool on the internet, provides a wide variety of promotional opportunities for suppliers including hyperlinks and sponsorship. Full digital media details are available on request.

**Loose Inserts** – a cost efficient means of promoting and circulating your company's literature to the entire market.

**Bound-In Inserts** – bound into certain sections of the magazine, your company literature or even newsletters are guaranteed to be seen and retained by the entire circulation.

**Direct Mail** – using the circulation of Nursery Industry, company literature, newsletters and other promotional items can be mailed direct to all the key decision makers.

**Belly Wraps** – an innovative promotional tool which can be used in conjunction with a front cover, centre spread or loose insert.

**Poly Bag Promotion** – since **Nursery Industry** is mailed out in a Poly Bag, opportunities exist for further corporate awareness to promote your company on both sides of the Poly Bag.

**Card & Guard** – the subscription card can be used in one of two ways: firstly, as a means of promoting your company and its products, and secondly as a means of gaining cost effective market knowledge.

**Sponsorship** – There are numerous opportunities for sponsorship within **Nursery Industry**, including ear pieces and folio advertising, as well as competitions. The advertising team will be happy to discuss opportunities that are unique to your company!

**Year Planner** – a unique opportunity is offered to a select number of advertisers to promote their products and services on the Nursery Industry annual wall planner.

We also offer the following services: run-ons and re-prints; advertisement design and creation; brochure/leaflet design and printing; plus newsletter design, printing and mailing.

**Sue Wight - Advertisement Manager**

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**DATATEAM PUBLISHING LIMITED**  
**LONDON ROAD**  
**MAIDSTONE**  
**KENT**  
**ME16 8LY**

# Advertisement Rates

## Special Positions

Outside Front Cover Package	@ £1995
Inside Front Cover Package	@ £1350
Inside Front Cover Gatefold (3 pages)	@ £3500
Inside Front Cover DPS	@ £2150
Inside Back Cover	@ £1300
Outside Back Cover	@ £1350

## Full colour

Double Page Spread	@ £1950
Full Page	@ £1150
Half Page	@ £670
Quarter Page	@ £410

## Mono

Double Page Spread	@ £1350
Full Page	@ £690
Half Page	@ £460
Quarter Page	@ £350

\* Front Cover package includes front cover plus a full page of editorial. Reprints available, price on request.

## Classified

£15.00 per single column centimetre  
Annual arrangements can be made on request.

## Loose inserts

Inserts (loose) – Rates on application  
Bound-in: 25% extra  
Other sizes by arrangement

# Advertorial Rates

**100 word Advertorial** – including one colour image and contact details @ **£140**

**200 word Advertorial** – includes two colour images, logo and contact details @ **£325**

## Full page

Company Profile or Product Profile @ **£750**. Including up to four colour images, 500 words and company logo. At a special rate we can produce reprints of your profile (minimum order 500 copies) to use as additional sales literature. Uninterrupted editorial coverage about your company and its products and services.

## Double page

Profile – **£1350**. Including up to eight colour images, 1000 words and company logo.

All prices subject to VAT. For more information on how the title can work for you, contact the team listed on page 3.

# Technical Specifications

	Bleed	Trimmed	Type Area
Cover Position	312 x 235	306 x 229	280 x 195
Double Page	312 x 464	306 x 458	280 x 420
Full Page	312 x 235	306 x 229	280 x 195
½ Page Vertical	–	–	280 x 92
½ Page Horizontal	–	–	135 x 195
¼ Page Vertical	–	–	135 x 92
¼ Page Horizontal	–	–	65 x 195

## Front Cover Positions

Please do not place any images or text in the top 65mm of space; this is for the **Nursery Industry** masthead.

## Supported File Types

QuarkXPress  
Adobe Illustrator  
Adobe Acrobat PDF - must be at least version 1.3

## PREFERRED FILES:

Adobe Acrobat PDF Version 1.3  
Adobe Acrobat Distiller 5.x is the required software for creating pass4press version 2 compliant PDF files. PDF files created with other software, such as Agfa Apogee, must conform to the pass4press specifications and include page geometry information)

All files to be supplied as composite CMYK

Where necessary a bleed area of 3mm must be contained within the file.

Files must contain crop marks.

All images contained within the PDF must be high resolution (300dpi recommended) CMYK format.

All fonts must be embedded.

Files should not contain True Type of Multiple Master fonts, because they can perform unpredictably at press.

Any trapping requirements should be applied by the printer. Combined colour ink density must not exceed 300%.

Files must be submitted as single pages.

## Images

All images in the file must be high resolution (300dpi). Colour images must be saved in CMYK mode as Tiff OR EPS format.

Do not use RGB images.

Try not to use JPEG images. Convert them to EPS or TIFF format.

If you have to send JPEG images you must inform us.

Any images with clipping paths must be saved as EPS format; otherwise the cut-out will not work.

## Typefaces

Use only Postscript type 1 or 3 (Not True Type)  
Where possible fonts should be converted to outlines or embedded in the file.

## Submitting Material

Preferred Method by post on CD with colour proof to:  
Design and Media Solutions,  
Tovil Hill, Maidstone, Kent ME15 6QS  
Or by ISDN 01622 759003  
Or by e-mail [nursery@datateam.co.uk](mailto:nursery@datateam.co.uk)  
Naming files correctly Publication, month of publication and advertiser name.