



# Media Pack

## 2019



- > Website
- > Social Media
- > E-campaigns
- > Insulate Magazine



**Insulate Magazine puts you in touch via every device.**



Now approaching its third year, Insulate Magazine has rapidly become the insulation Industry's most trusted trade journal.

Via a constant stream of breaking insulation news via our website, social media channels and relevant e-campaigns Insulate Magazine has become widely recognised as an

expert source of insulation insight.

Insulate Magazine is the UK's only independent trade journal dedicated to the Insulation Industry so enjoys an extensive following.

Insulate Magazine represents a fantastic opportunity for your business to achieve unprecedented exposure to a highly targeted market.





### Premium Site Posts

With Insulate Magazine's premium posting opportunities your business news will enjoy additional exposure on our website, social media channels and email campaigns. Included when you select premium posting...

#### Featured Video Content:

- More engaging interaction than standalone text
- Greater lifespan and traction for your message
- Freedom to use the video for your own purposes
- Inclusions of photos/logos you supply

### Social Media Exposure

- 7 shares via twitter. Your choice of days
- Shared on our linked-in/facebook/Google+
- Permanent placement on our YouTube channel
- 1 month placement on the featured video section of the website
- Feature position in our weekly news update
- Unique emails also available

### Premium Posts Options Available

- 1 video and text post: **£149**
- 1 video, text post, email: **£199**

#### Package Offers:

- 3 videos + text posts: **£389**
- 6 videos + text posts: **£719**

- 12 videos + text posts: **£1,999** (2 FREE)
- Get in touch to book your premium posts or discuss your exact marketing requirements.

### Email Takeover

#### Features:

- Email devoted to your company news
- Great opportunity to promote new product launches
- Specific target audience (Insulation industry)
- Choose desired day and time
- Analytics feedback available

**£299**

Per email takeover

Get in touch to discuss bespoke packages to meet your exact marketing requirements.

All prices shown exc. VAT (at the prevailing rate).





## Website Advertising

Features:

- Leaderboard – 960 x 100 pixels – **£299**
- Above footer – 960 x 100 pixels – **£249**
- Menu rectangle – 250 x 250 pixels – **£229**
- Below posts – 620 x 100 pixels – **£219**
- Background takeover – Contact

Advert links directly to specified web page Monthly rates shown – 3, 6 & 12 month offers available.

## Insulate Magazine Advertising

Features:

Insulate Magazine is a monthly digital publication featuring exclusive interviews, product news and industry perspective. Highly regarded within the industry the publication is delivered digitally to a database of 17,000 Architects, Specifiers, Installers and Manufacturers.

- 1 x Full A4 Page **£999** Per Entry

See [insulate magazine rate card](#) below for additional advert sizes, deadlines and rates.

All prices shown exc. VAT (at the prevailing rate).



# Advertising 2019



## Deadlines

Month / Issue	Booking Deadline	Artwork Deadline	Insert Deadline	Publishing Date
January 2019	10th December 2018	10th December 2018	10th December 2018	7th January 2019
February 2019	25th January 2109	25th January 2109	25th January 2109	4th February 2019
March 2019	22nd February 2019	22nd February 2019	22nd February 2019	4th March 2019
April 2019	22nd March 2019	22nd March 2019	22nd March 2019	8th April 2109
May 2019	26th April 2019	26th April 2019	26th April 2019	6th May 2019
June 2019	24th May 2019	24th May 2019	24th May 2019	3rd June 2019
July 2019	21st June 2019	21st June 2019	21st June 2019	1st July 2019
August 2019	26th July 2019	26th July 2019	26th July 2019	5th August 2019
September 2019	23rd August 2019	23rd August 2019	23rd August 2019	2nd September 2019
October 2019	20th September 2019	20th September 2019	20th September 2019	7th October 2019
November 2019	25th October 2019	25th October 2019	25th October 2019	4th November 2019
December 2019	22nd November 2019	22nd November 2019	22nd November 2019	2nd December 2019

## Technical Specifications

Full Page	Width & Height (mm)
Trim Size	210 x 297
Bleed Size	216 x 303

Half Page (P)	Width & Height (mm)
Trim size	190 x 136

Half Page (L)	Width & Height (mm)
Trim size	92.5 x 275

Full Page	Width & Height (mm)
Trim Size	92.5 x 136

Full Page	Width & Height (mm)
Trim Size	420 x 297
Bleed Size	430 x 307

Please remember to request a 3mm bleed around the page when artwork is being produced. For all artwork with a white background and no bleed please add a keyline/frame around all edges of your advertisement. For display, recruitment, and carrier sheet print ads, high res, press ready artwork should be supplied in digital format to [studio@insulateMagazine.com](mailto:studio@insulateMagazine.com). PDF, JPG or TIFF files preferred. InDesign and Quark Xpress files also accepted, ensuring all printer and screen fonts, and high resolution images are included (please refer to artwork charges). All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded. Please note that Microsoft Word and Publisher files are not accepted. We regret we are unable to accept responsibility for the outcome of digitally supplied material unless accompanied by an exact colour proof. For online and email newsletter ads, artwork should be RGB colour, 72 dots per inch (dpi), JPG file. Please supply a URL for clickthrough, no embedded links accepted.



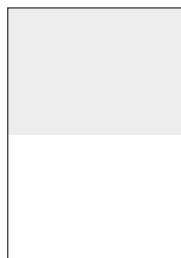
# Magazine Advertising Rate Card 2019

## Technical Specifications



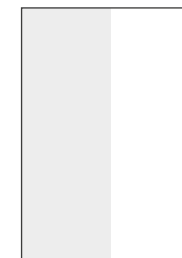
Full Page – £999

Full Page	Width & Height (mm)
Trim Size	210 x 297
Bleed Size	216 x 303



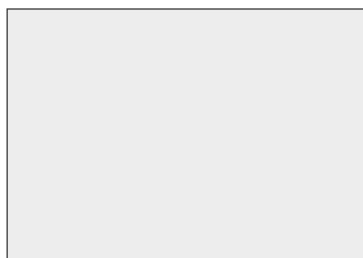
Half Page – £599

Half Page (P)	Width & Height (mm)
Trim Size	92.5 x 275



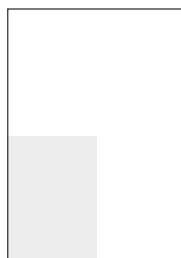
Half Page – £599

Half Page (L)	Width & Height (mm)
Trim Size	190 x 136



DPS – £1799

DPS	Width & Height (mm)
Trim Size	420 x 297
Bleed Size	430 x 307



Quarter Page – £319

Quarter Page (P)	Width & Height (mm)
Trim Size	92.5 x 136

### Premium Placements

- Inside Front Cover – £650
- Inside Back Cover – £600
- Outside Back Cover – £700

### Inserts

- Up to 10 grams – £320
- Up to 20 grams – £190
- Over 20 grams – £POA

Costs per one advert insertion

Please remember to request a 3mm bleed around the page when artwork is being produced. For all artwork with a white background and no bleed please add a keyline/frame around all edges of your advertisement. For display, recruitment, and carrier sheet print ads, high res, press ready artwork should be supplied in digital format to studio@insulateMagazine.com. PDF, JPG or TIFF files preferred. InDesign and Quark Xpress files also accepted, ensuring all printer and screen fonts, and high resolution images are included (please refer to artwork charges). All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded. Please note that Microsoft Word and Publisher files are not accepted. We regret we are unable to accept responsibility for the outcome of digitally supplied material unless accompanied by an exact colour proof. For online and email newsletter ads, artwork should be RGB colour, 72 dots per inch (dpi), JPG file. Please supply a URL for click through, no embedded links accepted..



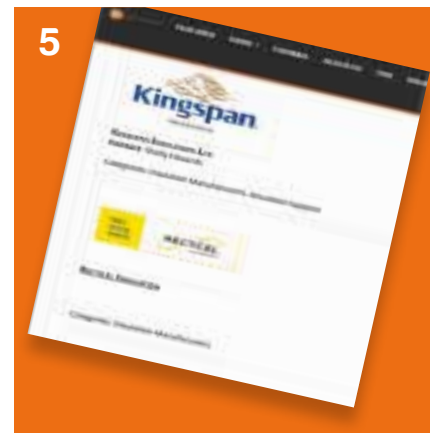
## All Inclusive Package

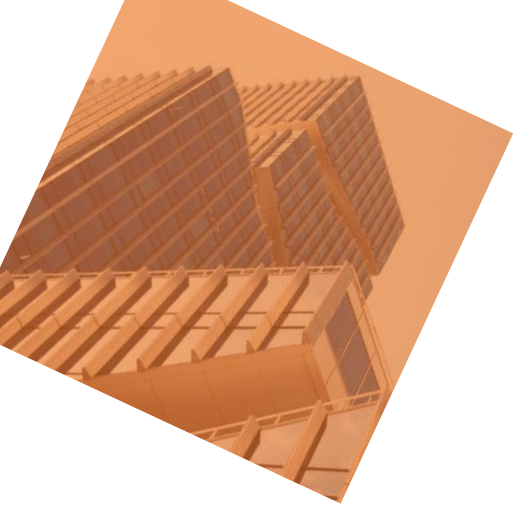
The All-inclusive-package features comprehensive coverage of all marketing opportunities available via the Insulate Magazine. Benefit from concentrated promotional support for a whole month or for an entire year. Get in touch to discuss your coverage requirements.

### Features:

1. Full colour page
2. Unlimited website posts
3. Unlimited press releases
4. Online adverts
5. Directory listing
6. Email Takeover

£1,499 pcm





## Readership

During 2018 we were able to cleanse our subscriber database through the implementation of GDPR - although we would ultimately lose around three thousand subscribers we are proud to say that we retained 5500 subscribers through the process and this continues to grow daily.

At any time you can contact us to check the current total subscribers.

# 5500

## Email Statistics

As a digital publication Insulate Magazine enjoys a very strong response rate to email communication. Our readers are opted-in and are therefore very active in their response and interaction with our regular communications.

Email content includes a weekly round up of news posted on the Insulate Magazine website. We are very proud of our readership and only email content we believe will be of value to our dedicated audience is broadcast.

**Email Open Rate (Average 2018)**

**Email Click Through (Average 2018)**





# Insulate Magazine Features 2019



## If it's about Insulation - *It's in Insulate Magazine*

The entire Insulate Magazine team are dedicated to providing the Insulation Industry with the latest news, reviews and policy to our readership through the most current and practical means. Our team attend industry related events, we ensure that insulation is promoted as a key component in all aspects of the built environment sector. As the only independent trade publication for the sector, you can be sure of clear concise and factual editorial, authoritative content and detailed impartial reviews

### In every issue....

**Thermal**  
**Acoustic**  
**Fire Protection**  
**Opinion**  
**Business**  
**Trade Associations**  
**Safety**  
**Perspective**





# Media Pack

## 2019



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