



Blinds & shutters

The leading magazine
for the sunshade industry



BLINDS
SHUTTERS
AWNINGS
GRILLES

MEDIA
DETAILS
2017

www.blindsmagazine.co.uk

Blinds & Shutters

- the only magazine linking the trade with the specifier

The blinds industry in the UK covers a broad spectrum, from decorative to functional, domestic to commercial, and all sectors are served by one magazine –

Blinds & Shutters.

Established in 1952 as The Blindmaker, Blinds & Shutters, now in its 65th year, is the longest running title for the blinds & shutters industry. It is the only independent title, and provides the most reliable source of information about the industry available.

Published quarterly, Blinds & Shutters discusses technical advances in both fabrics and components, design trends, retail issues, planning and environmental health and safety issues. Every issue also contains in-depth reports on the latest product developments from both BBSA members and their contemporaries.

The Blinds & Shutters editorial team prides itself on being active and involved in the market so it writes from within the industry rather than commenting from outside.



Blinds & Shutters is the number 1 title by

- EDITORIAL – more editorial pages
- ADVERTISING – Blinds & Shutters carries more advertising pages
- CIRCULATION – Blinds & Shutters is the only audited title and is circulated to over 5,600 readers

Circulation Profile

Blinds and Shutters is a controlled circulation title audited by the Audit Bureau of Circulations. Copies of the magazine are circulated to:

- members of the BBSA plus:
- component, fabric and machinery manufacturers
- blinds, awnings and shutters manufacturers, distributors and retailers
- shop fitters
- specifiers including architects and interior designers
- facility managers within large organisations including the public sector.

EDITORIAL ENQUIRES:

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ADVERTISING ENQUIRES:

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Editorial Calendar 2017

ISSUE 1 - January-March 2017

- Energy efficiency
- Panel blinds
- Motorisation
- Roller, roman & soft blinds
- Soft furnishings
- Production techniques/weaving
- Marketing & branding



ISSUE 2 - April-June 2017

- Security shutters & insect screens
- Vertical blinds
- Digital technology & social media
- Awnings & terrace coverings
- Conservatory, rooflight & shaped blinds
- Fabric technology
- Wood & pinoleum blinds
- Sustainability

ISSUE 3 - July-September 2017

- Venetian blinds
- External louvres/brise soleil
- Blackout blinds
- Blind-making machinery
- Window film & solar control
- Shutters
- Aluminium blinds
- Textiles

ISSUE 4 - October-December 2017

- Pleated blinds
- Printed fabrics
- Acoustic blinds
- Digital printing
- Honeycomb blinds
- Blinds components & accessories
- Integral blinds

Your marketing campaign with Blinds & Shutters

Within the magazine:

- Display advertising
- Recruitment Advertising
- Product Services / Classified Advertising
- Outserts (banding; cover-mounts)
- Blinds & Shutters Year planner
- Blinds & Shutters Web Guide
- Inserts (either loose inserts or bound-in)

Other media:

- Email marketing
- Online advertising

blindsmagazine.co.uk

Blinds & Shutters celebrated its 55th anniversary in 2007 by launching a new website to support the print publication.



Display advertisers have the opportunity to complement their print advertisements with an online presence at blindsmagazine.co.uk - online opportunities include web banners and email marketing

Year planner

The wall planner features a 15 month calendar as well as a number of display advertisements and is distributed to every reader along with Issue 4.

To its advertisers, the planner offers:

- 15 month exposure
- High visibility to your prospects
- Cost effectiveness



Rates & Data

Advertising Rates

COLOUR	No. of Inserts	
	1	4
Double page spread	£1495	£1350
Full Page	£930	£850
Half page	£730	£676
Quarter page	£495	£445
Eighth page	£295	£265

SPECIAL POSITIONS per edition

Inside front cover	£1295
Inside back cover	£1045
Outside back cover	£1445
First right hand page	£125
Special colour	+£200
Facing matter	+£125
First DPS	+£250

SPECIAL COLOURS per edition

Special/Pantone colours	£310
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CLASSIFIED per single column cm

Recruitment, tenders, auctions	£40 per insertion
Product Services	£25 per year

WEBGUIDE

Single Panel	£165 per insertion
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YEARPLANNER

Single Panel (83 x 83mm)	£390
Double Panel (168 x 83mm)	£750

ONLINE

Banner	£300 per quarter
Company Profile	£400 per quarter

OTHER MEDIA

- Belly-Bands
- Cover-mounts
- Loose Inserts
- Bound-in inserts
- Email Campaigns

Prices are available on request

For all advertising enquiries please contact:

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Mechanical Data

All sizes below are in mm, and are depth x width.

	Type area*	Trim Size	Bleed size
Double page spread**	254 x 388	297 x 420	303 x 426
Full page	254 x 178	297 x 210	303 x 216
Half page DPS**	124 x 388	146 x 420	149 x 426
Half page horizontal	124 x 178	146 x 210	149 x 216
Half page vertical	254 x 86	297 x 102	303 x 105
Mini page	190 x 127		
Quarter page standard	124 x 86		
Quarter page horizontal strip	60 x 178	82 x 210	85 x 216

* For maximum type area on bleed adverts, please leave at least 10mm from trim edges

** Gutter allowance – please contact the production department for details

Materials Required

All advertisements should be supplied as digital files, which can be submitted on CD, via ISDN or by e-mail (depending on file size). Various software packages are acceptable (QuarkXPress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, or Macromedia Freehand); however, while we do not exclude PC files like Excel, Word etc, material generated from these programs are not generally suitable and conversion can produce unexpected results. We therefore expect files to have been created in a recognised programme specifically for graphics. Please contact the Production Department for full Mechanical Data.



Blinds & Shutters sits within a portfolio of well respected products including The Blinds and Shutters Buyers' Guide.

Blinds & Shutters is published by Turret Group, a business-to-business media company established over sixty years ago. Its portfolio includes exhibitions and publications for numerous industries and niche sectors.

turret GROUP

International Business Publications & Exhibitions

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