



# Blinds & shutters

The leading magazine  
for the sunshade industry



BLINDS  
SHUTTERS  
AWNINGS  
GRILLES

MEDIA  
DETAILS  
**2018**

[www.blindsmagazine.co.uk](http://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



## **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



### **EDITORIAL ENQUIRES:**

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### **ADVERTISING ENQUIRES:**

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# Editorial Calendar 2018

## ISSUE 1 - January-March 2018

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

## ISSUE 2 - April-June 2018

- 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 2018

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

## ISSUE 4 - October-December 2018

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

## 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.



## 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

The Year 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 it's 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 via online file transfer or by e-mail (depending on file size). Various software packages are acceptable (QuarkXPress, Adobe InDesign, Adobe Illustrator or Adobe Photoshop); however, while we do not exclude PC files like Excel, Word etc, material generated from these programs are not generally suitable and conversion from RGB to CMYK 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.



International Business Publications & Exhibitions

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