

» Clearview

MEDIA PACK 2019



CLEARZINE



MAGAZINE



CLEARVIEW-UK.COM

MAGAZINE DISTRIBUTION



MONTHLY NATIONAL CIRCULATION



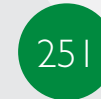
INSTALLERS



TIMBER WINDOW & DOOR FABRICATORS



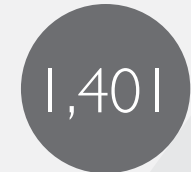
ALUMINIUM WINDOW & DOOR FABRICATORS



COMPOSITE DOOR FABRICATORS



PVCu BI-FOLD FABRICATORS



PVCu CONSERVATORY ROOF FABRICATORS



IGU MANUFACTURERS



VERTICAL SLIDING SASH FABRICATORS



PVCu WINDOW & DOOR FABRICATORS



ALUMINIUM BI-FOLD FABRICATORS

» Clearview FEATURES 2019

Regular Features

Industry News
Doors & Windows
Events/Diary Dates
Aluminium
Hardware & Security
Conservatories
Glass & Sealed Units
Software
Machinery
Business News
Installer Support
Recruitment
Movers & Shakers
Clear Pages



January

Annual Predictions
Hardware Extra
G-Awards
Rooflights and Lanterns

February

Solid Roof Technology
Aluminium Extra
ECO Build Preview

March

All Doors
Window Extra
Colour
FIT Show Preview

April

Outdoor Living
Hardware Extra
FIT Show Preview

May

Machinery Extra
Fire Safety
Aluminium Extra
FIT Show Preview

June

Hardware Extra
Heritage
Glass & Sealed Units Extra

July

Fire Safety & Security Doors
Roof Technology
FIT Show Review

August

Outdoor Living
Heritage
Colour
Aluminium Extra

September

Solid Roof Technology
Fire Safety
Machinery
Build Show Preview

October

Hardware Extra
Home Security
Rooflights and Lanterns

November

G-Awards
Energy Efficiency
Aluminium Extra

December

Glass & Sealed Units Extra
Systems Companies
and Profiles

Tel: 01226 321 450

Email: steve@cvgroup.co.uk

SPECIFICATION

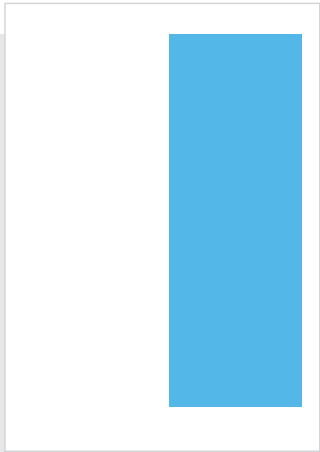
PR & EDITORIAL WORD COUNTS (WITH IMAGES)

FULL PAGE
720 words

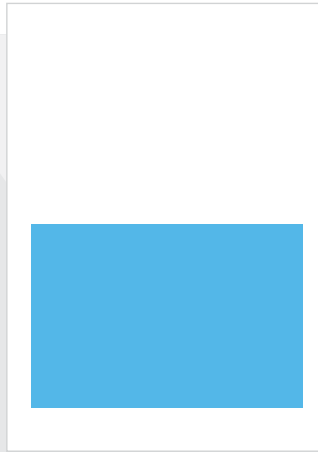
HALF PAGE
360 words

THIRD PAGE
190 words

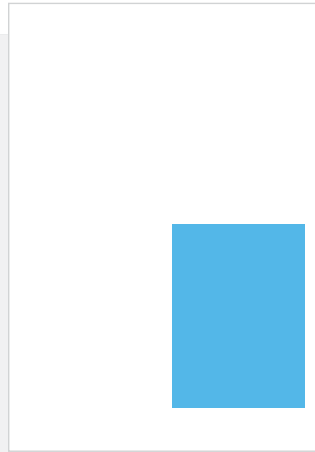
QUARTER PAGE
120 words



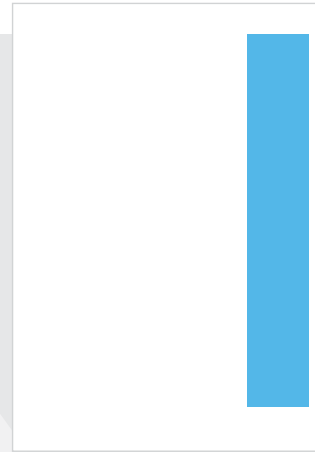
1/2 VERTICAL
W 88.2mm x H 247.8mm



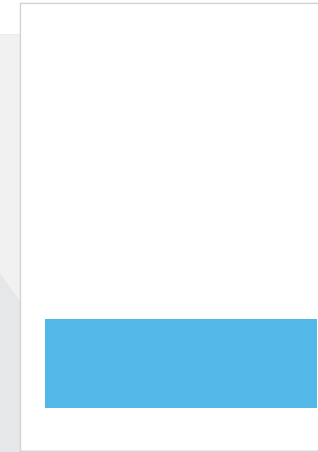
1/2 HORIZONTAL
W 180.6mm x H 121.8mm



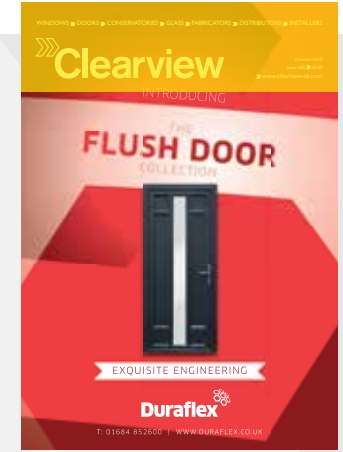
1/4 SQUARED
W 88.2mm x H 121.8mm



1/4 VERTICAL
W 42mm x H 247.8mm



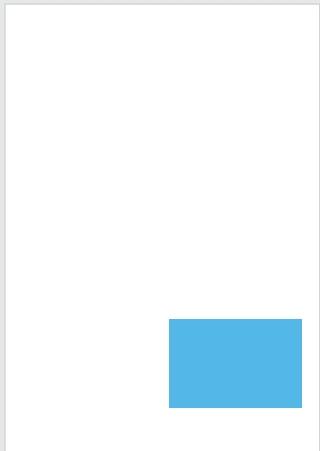
1/4 HORIZONTAL
W 180.6mm x H 58.8mm



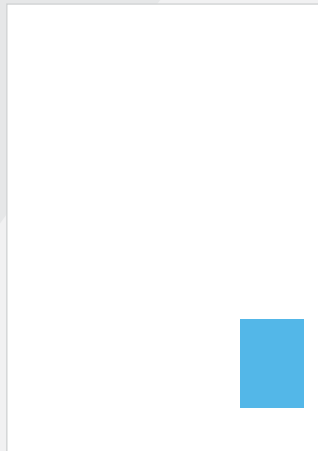
FRONT COVER

Trim: W 210mm x H 297mm
Bleed: W 216mm x H 303mm
3mm all round

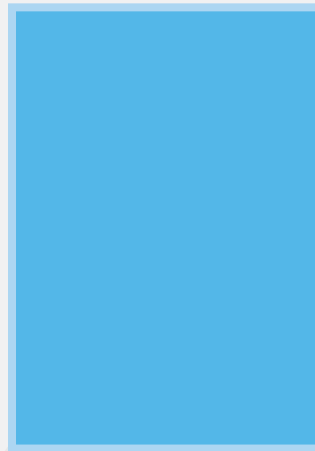
Text and imagery should be kept out of the yellow box. The yellow box is W 210mm x H 60mm from the top of the page as shown in the image above.



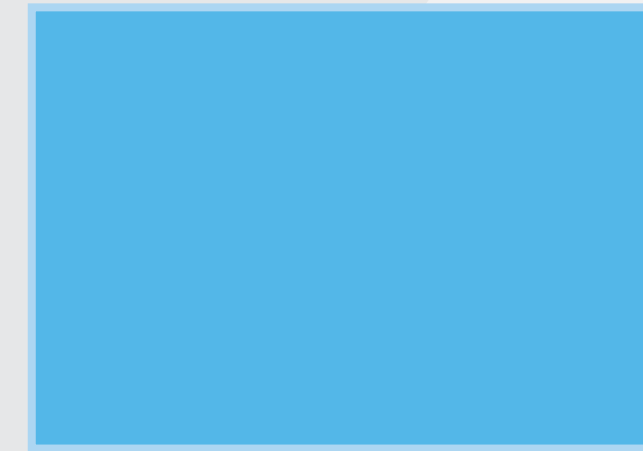
1/8 HORIZONTAL
W 88.2mm x H 58.8mm



1/16 VERTICAL
W 42mm x H 58.8mm



FULL PAGE
Trim: W 210mm x H 297mm
Bleed: W 216mm x H 303mm
3mm all round



DOUBLE PAGE SPREAD
Trim: W 420mm x H 297mm
Bleed: W 426mm x H 303mm
3mm all round

3mm bleed is required on full page and double page spread adverts. All other sizes do not require any bleed.

Note: It is recommended to leave 6mm space either side of the gutter on a double page spread.

» Clearview SCHEDULE



| ISSUE | DISTRIBUTION | INSERTS DUE | COPY DEADLINE | BOOKING DEADLINE |
|----------|--------------|-------------|---------------|------------------|
| JAN 2019 | 02 JAN 2019 | 12 DEC 2018 | 10 DEC 2018 | 06 DEC 2018 |
| FEB 2019 | 04 FEB 2019 | 16 JAN 2019 | 14 JAN 2019 | 10 JAN 2019 |
| MAR 2019 | 04 MAR 2019 | 13 FEB 2019 | 11 FEB 2019 | 07 FEB 2019 |
| APR 2019 | 01 APR 2019 | 13 MAR 2019 | 11 MAR 2019 | 07 MAR 2019 |
| MAY 2019 | 01 MAY 2019 | 17 APR 2019 | 15 APR 2019 | 11 APR 2019 |
| JUN 2019 | 03 JUN 2019 | 15 MAY 2019 | 13 MAY 2019 | 09 MAY 2019 |
| JUL 2019 | 01 JUL 2019 | 12 JUN 2019 | 10 JUN 2019 | 06 JUN 2019 |
| AUG 2019 | 05 AUG 2019 | 17 JUL 2019 | 15 JUL 2019 | 11 JUL 2019 |
| SEP 2019 | 02 SEP 2019 | 14 AUG 2019 | 12 AUG 2019 | 08 AUG 2019 |
| OCT 2019 | 01 OCT 2019 | 11 SEP 2019 | 09 SEP 2019 | 05 SEP 2019 |
| NOV 2019 | 04 NOV 2019 | 16 OCT 2019 | 14 OCT 2019 | 10 OCT 2019 |
| DEC 2019 | 02 DEC 2019 | 13 NOV 2019 | 11 NOV 2019 | 07 NOV 2019 |

» Clearview RATE CARD



| | Rate Card Price | 3 Month Insertion | Right Hand Page | First Third |
|----------------------|--|-------------------|-----------------|-------------|
| DPS | £1,590 | £1,272 | +10% | +10% |
| Full Page Advert | £995 | £796 | +10% | +10% |
| Half Page Advert | £745 | £596 | +10% | +10% |
| Quarter Page Advert | £550 | £440 | +10% | +10% |
| Classified | £75 | £60 | +10% | +10% |
| Full Page Editorial | £500 | £400 | +10% | +10% |
| Press Release | £90 | - | - | - |
| Online Press Release | £27 | - | - | - |
| Premium Positions | Prices available on request - call 01226 321 450 | | | |

CLEARZINE

A weekly e-zine optimised for mobile and desktop, delivered every Monday to over 14,000 industry emails, with the latest news highlights for the week ahead, offering both advertising and PR opportunities.

Get your business seen with either an animated or static web banner that links direct to your company website.

| | 13 weeks | 26 weeks | 52 weeks |
|-------------|----------|----------|----------|
| Top Banner | £90/week | £85/week | £80/week |
| Main Banner | £70/week | £65/week | £60/week |
| Side Banner | £45/week | £40/week | £35/week |

Clearzine statistics as of 28th October 2016.
14,000 emails sent in total.

| | Actual | Industry Standards |
|----------------------|--------|--------------------|
| Opened | 18.3% | 10 - 15% |
| Click through (open) | 8% | 5 - 7% |
| Click through (sent) | 1.4% | 1 - 2% |



TOP BANNER
450px x 70px

MAIN BANNER
450px x 70px

SIDE BANNER
220px x 70px

CLEARVIEW-UK.COM

The Clearview website hosts new stories every day and attracts visitors from Clearzine and Twitter. Visitors can also read the latest magazines at their desk or on the go on mobile devices.

Get your business seen with either an animated or static web banner that links direct to your company website.

| | 13 weeks | 26 weeks | 52 weeks |
|-------------|----------|----------|----------|
| Home Banner | £90/week | £85/week | £80/week |
| Top Banner | £70/week | £65/week | £60/week |
| Side Banner | £45/week | £40/week | £35/week |



THUMB
104px x
100px

HOME PAGE BANNER
544px x 331px

LATEST NEWS TOP BANNER
350px x 90px

SIDE BANNER
160px x 86px



CLEARVIEW MAGAZINE LTD

Unit 2-3 Burleigh Court,
Burleigh Street,
Barnsley S70 1XY

TEL 01226 321 450

FAX 01226 730 825

www.clearview-uk.com

@clearviewmag

CONTACTS

SALES DIRECTOR

Steve Sidebottom
steve@cvgroup.co.uk

SALES MANAGER

Rob Exley
rob@cvgroup.co.uk

ACCOUNTS

Sharon Watson
sharon@cvgroup.co.uk

EDITOR

Gemma Emmerson
gemma@cvgroup.co.uk

PRESS RELEASES

PR Inbox
pr@cvgroup.co.uk

PRODUCTION

Tom Cartledge
tom@cvgroup.co.uk

 **Clearview**