

» Clearview MEDIA PACK 2016



Clearview is the flagship publication of Clearview Group's print and online media portfolio, published monthly and distributed to a circulation of 14,000 active members of the glass and glazing industry, across all sectors.

Clearview delivers the latest news, views and special features, such as interviews, company profiles and topical articles, to UK businesses, from multinationals, to SMEs and independent installers, and industry associations, with the added benefit of coverage on a national scale.

Clearview is available in an online format, delivered to 14,000 industry email addresses every Monday via the Clearview mobile optimized newsletter, Clearzine, keeping readers abreast of the latest industry news for the week ahead.

The magazine can also be downloaded from Clearview's website, along with an archive of the industry's latest online news that is also Tweeted daily via @Clearviewmag

The real appeal of Clearview's many guises to its faithful and ever-increasing readership and advertisers is the relevance, breadth and timeliness of its informative content, delivered at the very beginning of every month in a digestible format with a clean and modern design that has become synonymous with Clearview, the publication with personality.

Continuously striving to adapt and evolve in order to give a true reflection of a changing market and be relevant to its new audience, Clearview is also very careful to stay true to its longstanding supporters, something that both new and existing readers and advertisers say we do very well.

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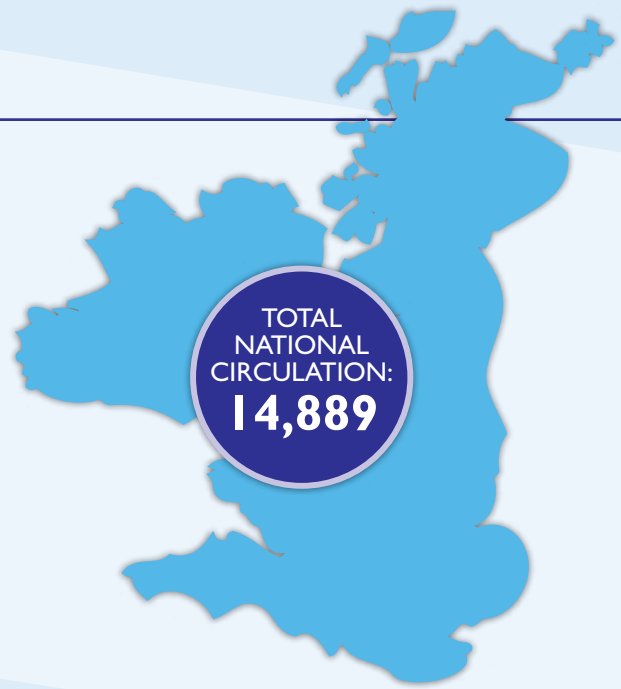


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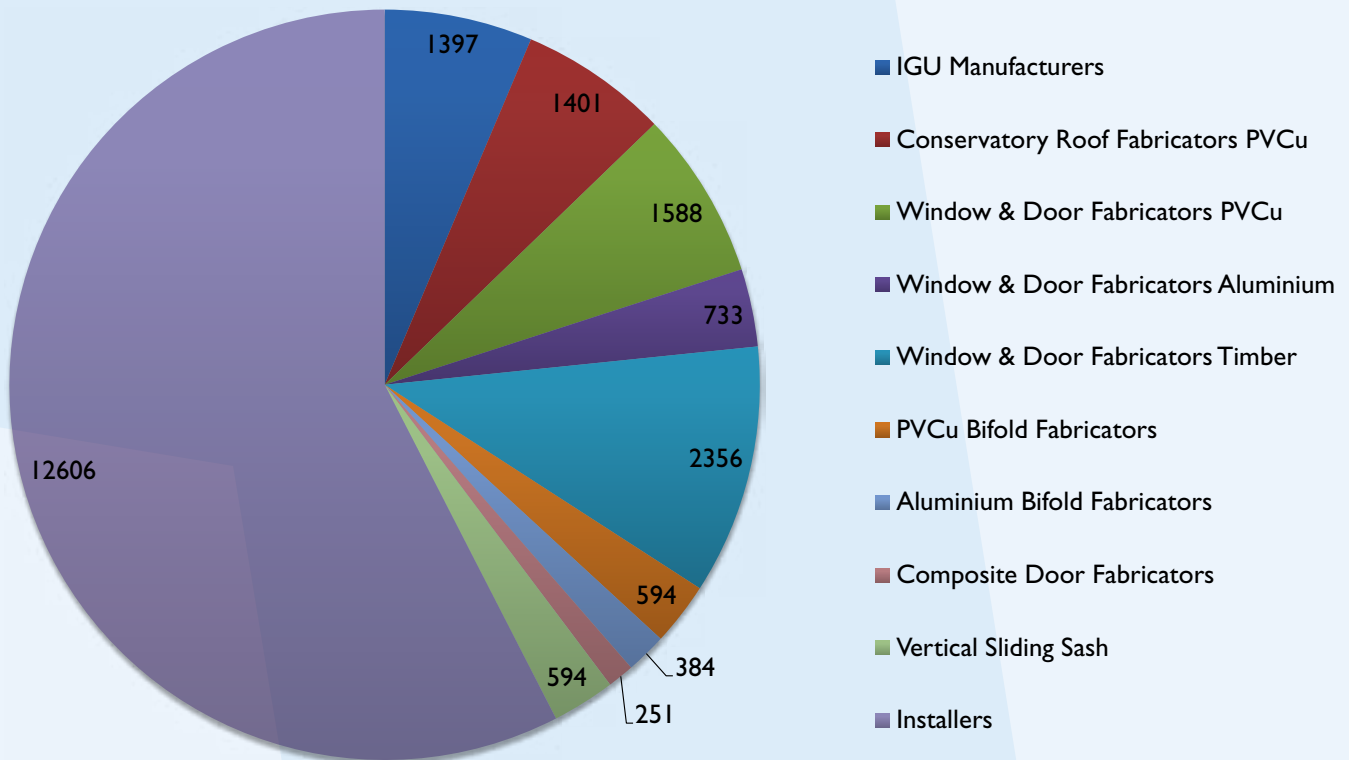
DISTRIBUTION

Clearview magazine provides maximum coverage across the UK.

The magazine is distributed to almost 15,000 addresses each month and arrives in over 14,000 inboxes every Monday on the Clearzine - a weekly ezine with all the latest news from the industry.



So, who gets Clearview?



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FEATURES 2016

Industry News

Doors & Windows

Events

Aluminium

Conservatories

Glass & Sealed Units

Machinery

Trade Counters

Safety & Security

Software & Technology

Social Media

Business News

Recruitment

Clear Pages

Movers & Shakers

Hardware & Security

Throughout 2016
Clearview will also have a
number of special features:

The FIT Show

February, March, April, May

Fabricator & Installer Support

January, April, July, October

New Products & Innovations

February, May, August, November

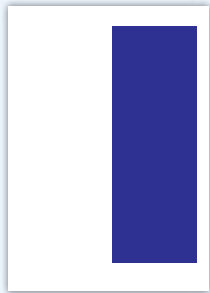
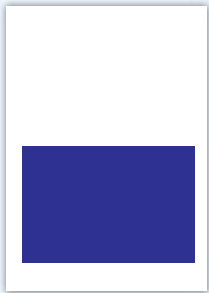
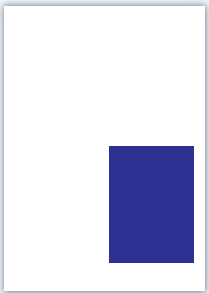
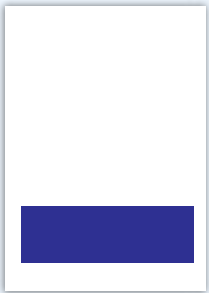
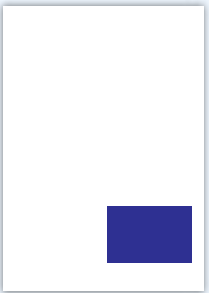
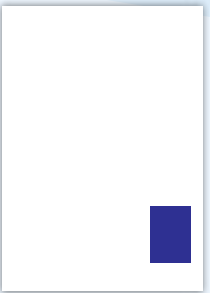
Technology & Market Trends

March, June, September, December



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SPECIFICATION

					
HALF PAGE (VERTICAL) 88.2 x 247.8 [mm]	HALF PAGE (HORIZONTAL) 180.6 x 121.8 [mm]	QUARTER PAGE (VERTICAL) 88.2 x 121.8 [mm]	QUARTER PAGE (HORIZONTAL) 180.6 x 58.8 [mm]	EIGHTH PAGE (HORIZONTAL) 88.2 x 58.8 [mm]	SIXTEENTH PAGE (VERTICAL) 42 x 58.8 [mm]

	FULL PAGE WITH BLEED 216 x 303 [mm] WITHOUT BLEED 210 x 297 [mm]		DOUBLE PAGE SPREAD (DPS) WITH BLEED 426 x 303 [mm] WITHOUT BLEED 420 x 297 [mm]	EXTRA DETAILS: 3mm bleed is required on full page and DPS adverts. All other sizes do not require any bleed.
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PR & Editorial Word Counts:

FULL PAGE WITH IMAGES 720 words*	HALF PAGE WITH IMAGES 360 words*	THIRD PAGE WITH IMAGES 190 words*	QUARTER PAGE WITH IMAGES 120 words*
WITHOUT IMAGES 970 words*	WITHOUT IMAGES 430 words*	WITHOUT IMAGES 240 words*	WITHOUT IMAGES 150 words*

*All word counts are estimated and fluctuate depending on different aspects such as images, heading lengths, etc. Please use the adjacent word counts as a guide only. If you are unsure, don't hesitate to contact one of our representatives who will be able to help.

Front Cover:

WITH BLEED
216 x 303 [mm]

WITHOUT BLEED
210 x 297 [mm]

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



ISSUE	COPY DEADLINE	DISTRIBUTION DATE
JANUARY 2016	10/12/15	01/01/16
FEBRUARY 2016	07/01/16	01/02/16
MARCH 2016	11/02/16	01/03/16
APRIL 2016	10/03/16	01/04/16
MAY 2016	07/04/16	02/05/16
JUNE 2016	05/05/16	01/06/16
JULY 2016	09/06/16	01/07/16
AUGUST 2016	07/07/16	01/08/16
SEPTEMBER 2016	11/08/16	01/09/16
OCTOBER 2016	08/09/16	03/10/16
NOVEMBER 2016	06/10/16	01/11/16
DECEMBER 2016	10/11/16	01/12/16



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RATE CARD

Clearview is a printed publication offering national news and advertising. Clearview is also available in an online format, downloadable from the Clearview website and via the weekly e-newsletter, Clearzine.



NATIONAL RATES:

FRONT COVER

RATE CARD PRICE

Single month insertion **£2,995**.

FULL PAGE AD

RATE CARD PRICE

Single month insertion **£995**.

CAMPAIGN OFFER

Book three months or more for **£795** - plus free space for editorial in one insertion.

HALF PAGE AD

RATE CARD PRICE

Single month insertion **£745**.

CAMPAIGN OFFER

Book three months or more for **£575** - plus free space for editorial in one insertion.

ONLINE RATES:

HOME PAGE

PREMIUM BANNER

RATE CARD PRICE

£425 PCM (minimum 3 month run).

FORUM AND LATEST NEWS PAGES

TOP BANNER

RATE CARD PRICE

£595 PCM (minimum 3 month run).

LATEST NEWS PAGE

SIDE BANNER

RATE CARD PRICE

£295 PCM (minimum 3 month run).

Premium positions available upon request. Please call for further details, 01226 321 450.

Contact the sales team today on **01226 321 450**

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LOYALTY CLUB

Join the Clearview Loyalty Club and take advantage of one of our 24/7 packages offering you coverage from every angle in each and every Clearview over a 12 month period.



OPTION ONE

4 x Double Page Spreads

6 x Full Page Adverts

2 x Half Page Adverts

12 x Clear Pages (Classified) Adverts

12 x Feature Sponsorships

6 x Full Page Editorials

1 x VIP Viewpoint

12 x Press Releases Online & in Print

12 x Web Banners on Latest News Page

PACKAGE WORTH:

£21,200

LOYALTY CLUB PRICE:
£9,750

£812
/month

OPTION TWO

4 x Full Page Adverts

4 x Half Page Adverts

4 x Quarter Page Adverts

12 x Clear Pages (Classified) Adverts

1 x VIP Viewpoint

6 x Press Releases Online & in Print

12 x Web Banners on Latest News Page

PACKAGE WORTH:

£7,400

LOYALTY CLUB PRICE:
£5,250

£438
/month

Join the Clearview Loyalty Club today by calling...
01226 321 450

OPTION THREE

2 x Full Page Adverts

4 x Half Page Adverts

6 x Quarter Page Adverts

12 x Clear Pages (Classified) Adverts

3 x Press Releases Online & in Print

PACKAGE WORTH:

£4,600

LOYALTY CLUB PRICE:
£3,750

£312
/month

**Clearly,
LOYALTY
PAYS...**



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CLEARZINE

Start the week with Clearzine every Monday...

Clearzine is the new weekly ezine that brings you the latest news from across the industry, designed for your mobile phone, tablet, laptop or desktop.



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.

	0-3 months	4-6 months	7+ months
Top Banner	£250	£225	£200
Centre Banner	£200	£180	£150
Side Banner	£125	£110	£90

Clearzine statistics as of 28th October 2015.

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%

Contact the sales team today on **01226 321 450**



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