

» Clearview

MEDIA PACK 2018



CLEARZINE

WINDOWS DOORS CONSERVATORIES GLASS FABRICATORS DISTRIBUTORS INSTALLERS

» Clearview September 2017 Issue 190 £3.00 www.clearview-uk.com

We put security FIRST...

...because 85% of homeowners do!

100% BUILT-IN SECURITY

- 3.6mm thick GRP skin as standard
- PAS24-2016 as standard
- Ultion 3* cylinder as standard

PLUS new designs & **ANY RAL** colour
PLUS 5 day delivery, 100% OTIF*

At a price that will surprise you!

* June/July deliveries 2017

Order online or give us a call now
 0808 252 3733 residor.co.uk

#MostSecureGRPdoor 

MAGAZINE



CLEARVIEW-UK.COM

MAGAZINE DISTRIBUTION



MONTHLY NATIONAL CIRCULATION



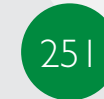
INSTALLERS



TIMBER WINDOW & DOOR FABRICATORS



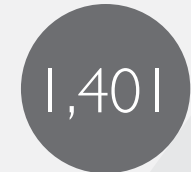
ALUMINIUM WINDOW & DOOR FABRICATORS



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 2018

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



Tel: 01226 321 450

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January

Annual Predictions
Hardware Extra
G-Awards Review
Rooflights and Lanterns

February

Solid Roofs
Aluminium Extra
ECO Build Preview
Fensterbau Preview

March

All Doors
Window Extra
Colour

April

Outdoor Living
ECO Build Review
Hardware Extra
Fensterbau Review

May

Machinery Extra
Fire Safety
Conservatory Extra

June

Hardware Extra
Heritage
Glass & Sealed Units Extra

July

Aluminium Extra
RoofTechnology

August

Outdoor Living
Heritage
Colour

September

Solid Roofs
Fire Safety
Machinery
Build Show Preview

October

Hardware Extra
Home Security
Rooflights and Lanterns

November

G-Awards Preview
Energy Efficiency
Aluminium Extra
Build Show Review

December

Glass & Sealed Units Extra
Profile Systems

SPECIFICATION

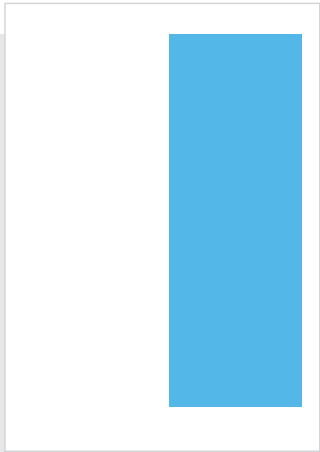
PR & EDITORIAL WORD COUNTS (WITH IMAGES)

FULL PAGE
720 words

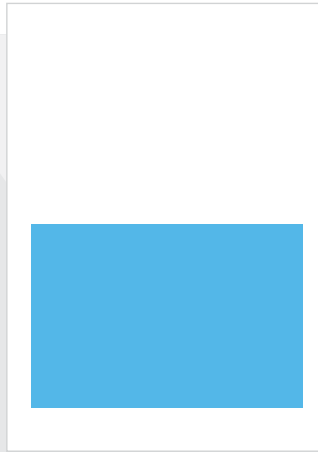
HALF PAGE
360 words

THIRD PAGE
190 words

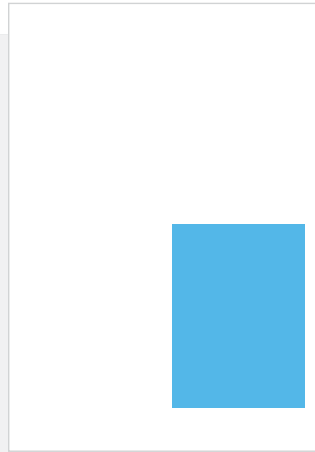
QUARTER PAGE
120 words



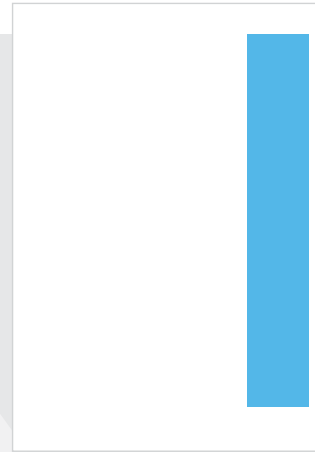
1/2 VERTICAL
W 88.2mm x H 247.8mm



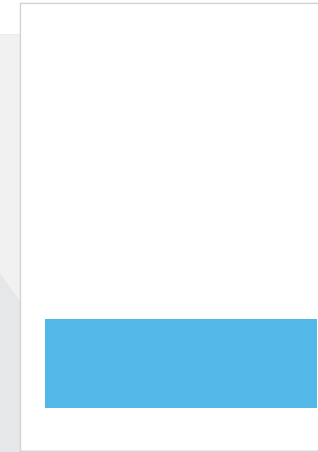
1/2 HORIZONTAL
W 180.6mm x H 121.8mm



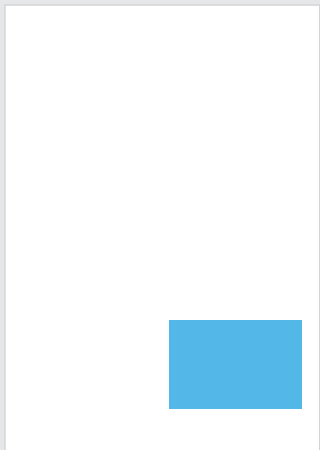
1/4 SQUARED
W 88.2mm x H 121.8mm



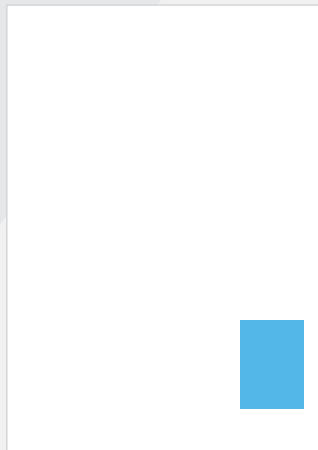
1/4 VERTICAL
W 42mm x H 247.8mm



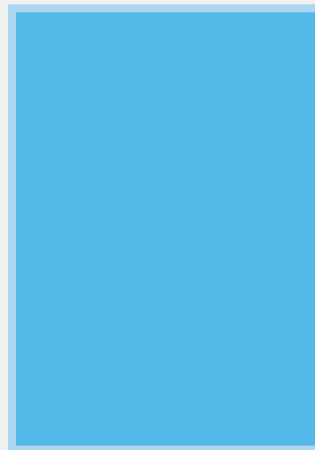
1/4 HORIZONTAL
W 180.6mm x H 58.8mm



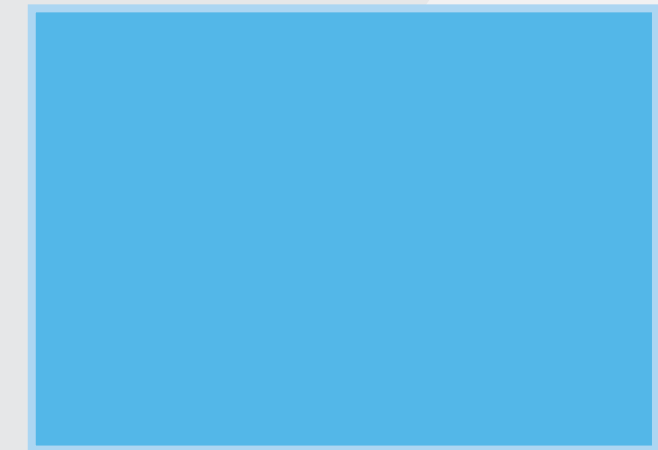
1/8 HORIZONTAL
W 88.2mm x H 58.8mm



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



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.

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 2018	01 JAN 2018	13 DEC 2017	11 DEC 2017	07 DEC 2017
FEB 2018	01 FEB 2018	17 JAN 2018	15 JAN 2018	11 JAN 2018
MAR 2018	01 MAR 2018	14 FEB 2018	12 FEB 2018	08 FEB 2018
APR 2018	02 APR 2018	14 MAR 2018	12 MAR 2018	08 MAR 2018
MAY 2018	01 MAY 2018	18 APR 2018	16 APR 2018	12 APR 2018
JUN 2018	01 JUN 2018	16 MAY 2018	14 MAY 2018	10 MAY 2018
JUL 2018	02 JUL 2018	13 JUN 2018	11 JUN 2018	07 JUN 2018
AUG 2018	01 AUG 2018	18 JUL 2018	16 JUL 2018	12 JUL 2018
SEP 2018	03 SEP 2018	15 AUG 2018	13 AUG 2018	09 AUG 2018
OCT 2018	01 OCT 2018	19 SEP 2018	17 SEP 2018	13 SEP 2018
NOV 2018	01 NOV 2018	17 OCT 2018	15 OCT 2018	11 OCT 2018
DEC 2018	03 DEC 2018	14 NOV 2018	12 NOV 2018	08 NOV 2018

» 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			

LOYALTY PACKAGES

OPTION ONE

2 x Double Page Spreads

10 x Full Page Adverts

12 x Classified Adverts

2 x Full Page Editorials

12 x Press Releases Online

PACKAGE WORTH:

~~£15,354~~

LOYALTY CLUB PRICE:

£9,000

£750
/month

OPTION TWO

6 x Full Page Adverts

6 x Half Page Adverts

12 x Classified Adverts

1 x Full Page Editorial

12 x Press Releases Online

PACKAGE WORTH:

~~£12,164~~

LOYALTY CLUB PRICE:

£5,400

£450
/month

OPTION THREE

2 x Full Page Adverts

4 x Half Page Adverts

6 x Quarter Page Adverts

12 x Classified Adverts

1 x Full Page Editorial

PACKAGE WORTH:

~~£9,670~~

LOYALTY CLUB PRICE:

£3,600

£300
/month

OPTION FOUR (6 months)

3 x Half Page Adverts

3 x Quarter Page Adverts

6 x Classified Adverts

1 x Full Page Editorial

PACKAGE WORTH:

~~£4,835~~

LOYALTY CLUB PRICE:

£1,800

£300
/month

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



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 **Clearview**