



Publication Specs and Profile

Contact

Commercial: Andre Glazier, sales manager, andre@fipp.com



Authors	<i>FIPP</i>
Description	<i>Covering more than 50 countries, Trends covers key industry data on a global, regional and country-by-country basis for the consumer and B2B magazine media business. Chapters include magazine circulation revenues, share of adspend, number of magazine titles, number of copies sold, revenue sources and sales distribution breakdown. Digital data includes internet penetration and mobile penetration, plus e-reader and magazine website listings (where available).</i>
Audience	<i>More than 5,000 contacts including senior executives, commercial managers, content/editorial managers and others. Media owners, service providers and national/international associations. (See images 1 and 2 for breakdown)</i>
Available formats	<i>Paperback, digital (downloadable for offline viewing, powered by PressReader), Excel (raw data)</i>
Full page colour ad	<i>£1,500-£9,950 depending on premium placement requests, includes print and digital editions.</i>
Ad specs Print	<i>Standard UK A4, portrait: 210mm x 297mm. With 3mm trim at each outside edge for bleed. PDFs to be supplied print-ready at minimum 300dpi with cropmarks.</i>
Ad specs Digital	<p><i>PDF requirements</i></p> <ul style="list-style-type: none"> - Resolution: 120-200 dpi is ideal (PDFs supplied at 300dpi will be compressed, affecting the quality) - Compatibility: please make sure that the PDF file is compatible with Adobe Acrobat 4 <p><i>PDF Pages and Content:</i></p> <ul style="list-style-type: none"> - Text Extraction: Fonts must be embedded and text must be extractable (able to copy/paste text) - PDF properties to avoid as they cause text and image display problems on latest media devices: <ul style="list-style-type: none"> · Shading type 6,7 · Path objects if number of nodes is more than 10000 (configurable) · Vector-drawing or paths with large number of nodes
Get the most out of your digital edition ad	<i>All FIPP Insight publications are circulated digitally/e-book edition to all FIPP members (5,000+ names). To make the most of the interactivity offered by our digital editions, powered by PressReader, please think of weblinks that can be added (free and automatic) or further dynamic, effective and fun enhancements that can be built into your ad creative. It doesn't need to cost a lot! Talk to your advertising sales rep for ways you can enhance your advertisement in the digital edition!</i>

Image 1: Audience by company type

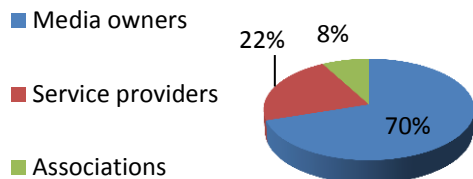


Image 2: Audience by job function

