

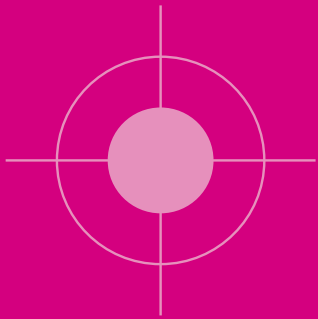
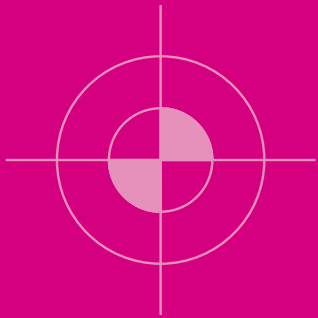


Media Pack

innovation

In Print, Media & Marketing

2024



innovation

In Print, Media & Marketing

VIVID IMAGINATION

When technology, inspiration and ambition intertwine, it creates magic

Creative drive, experience, and a determination to succeed are critical factors when it comes to building a successful print business. Perhaps the most critical factor of all though is having kit that enables the potential of your imagination. P30 - 32

Printed and bound by Where the Trade Buys

Be a print rockstar

WTE

Print made simple

The paper and envelopes for this edition were kindly supplied by Antalis UK

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Summer 2022

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In Print, Media & Marketing

FEEL THE PULSE

Innovations in print technology and media is driving a new wave of intense creativity

At the beating heart of every print business is the ability to use advanced imaging technology to transform creative vision into tangible marketing and communications tools. We analyse how the latest kit and media has massively increased the potential of our industry to do just that. P30

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Spring 2022

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In Print, Media & Marketing

DRIVEN BY PASSION

UK print has all the resources it needs to thrive, it just needs to harness them

Most print business managers across the UK are creative, passionate and driven. Channelling these elements to react effectively to emerging trends, and achieving sustainable growth in a challenging market, is within their grasp - but it will require stepping outside their comfort zone. P30



Autumn 2021



innovation

In Print, Media & Marketing

Innovation in Print Media and Marketing magazine goes out to a comprehensive database of individual businesses across the commercial print supply chain and key print buying sector.

Its goal is to demonstrate the ingenuity of the IPIA membership, whilst its in-depth features and analysis educate the readership.

For back issues:

ipia.org.uk/publications



innovation

In Print, Media & Marketing



4,000

In print, media and marketing

Circulation

64

Covering member articles on aspects of commercial success through effective reporting

Pages

4

Mailed to readership and also distributed at key print industry events as well as those within the design/marketing sector

Publications per year

- *Innovation is the IPIA member's voice to the industry*
- *Editorial content is **FREE** for members*
- *We fill this magazine with member content only*
- *Advertising exclusively for members*
- *Full member directory in every edition*

MEMBER EDITORIAL CONTENT

MEMBERS CAN SUBMIT UP TO

900 & 6

Words

Images

(per edition for a double page spread article)

We do not set forward features or content lists

Need help with your content?

Our professional editorial team can provide **FREE** PR/Copywriting services for members, to enquire email:

innovation@ipia.org.uk



SUBMITTING EDITORIAL CONTENT



Please submit editorial content in a Microsoft Word document or similar and email to:

innovation@ipia.org.uk

Editorial feature submissions can contain promotional news and information; but they should not be styled as an adverts for individual products or company services.

Editorial content will be edited as necessary to fit within the layout of the magazine.

- Please ensure you send some nice images to accompany your editorial - a picture paints a thousands words
- Try to ensure the images you send are at least 1mb in file size, as they will be too low resolution for print otherwise

Editorial	Quarter Page	Half Page (Horizontal split)	Half Page (Vertical split)	Full Page
Word Count*	125	250	250	450
*The above word counts are approximations, articles may require editing to accommodate supporting images.				

BOOK ADVERTISING SPACE



Advertise and get more **FREE** editorial space

Advertisers can have up to two additional full pages of editorial coverage in each edition of the magazine on top of their membership allowance – plus bespoke content from our professional copy writers. This can be either continuous or spread across multiple stories.

For more information
email: innovation@ipia.org.uk

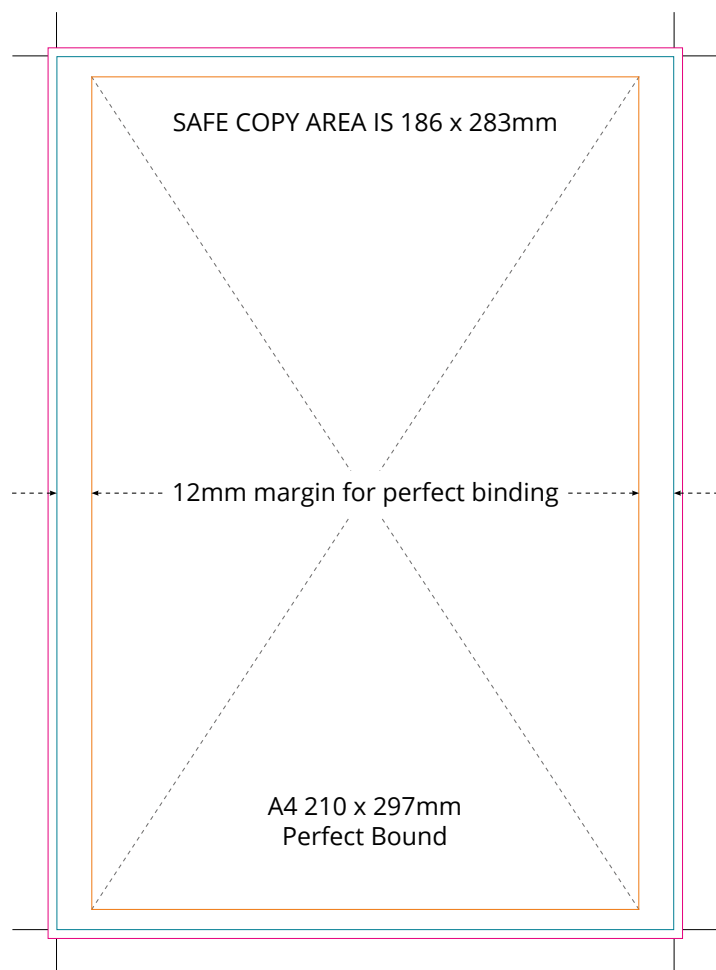
Advert sizes shown
on pages 8-9

Advertising rates
are shown on
page 10

T: 01785 253 796 | ipia.org.uk



FULL PAGE ADVERT GUIDELINES



A4

Perfect Bound

Page size - 210 x 297mm trim size

186 x 283mm

Safe copy area

DO

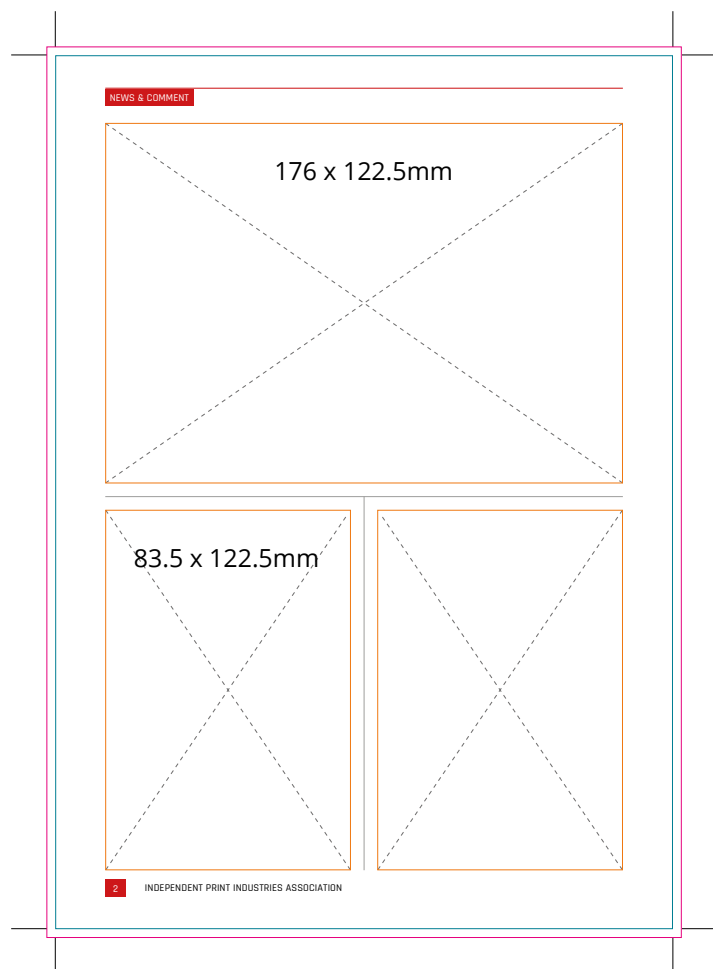
- Add 3mm bleed on all trim edges, creating a minimum canvas size of 216 x 303mm

DO NOT

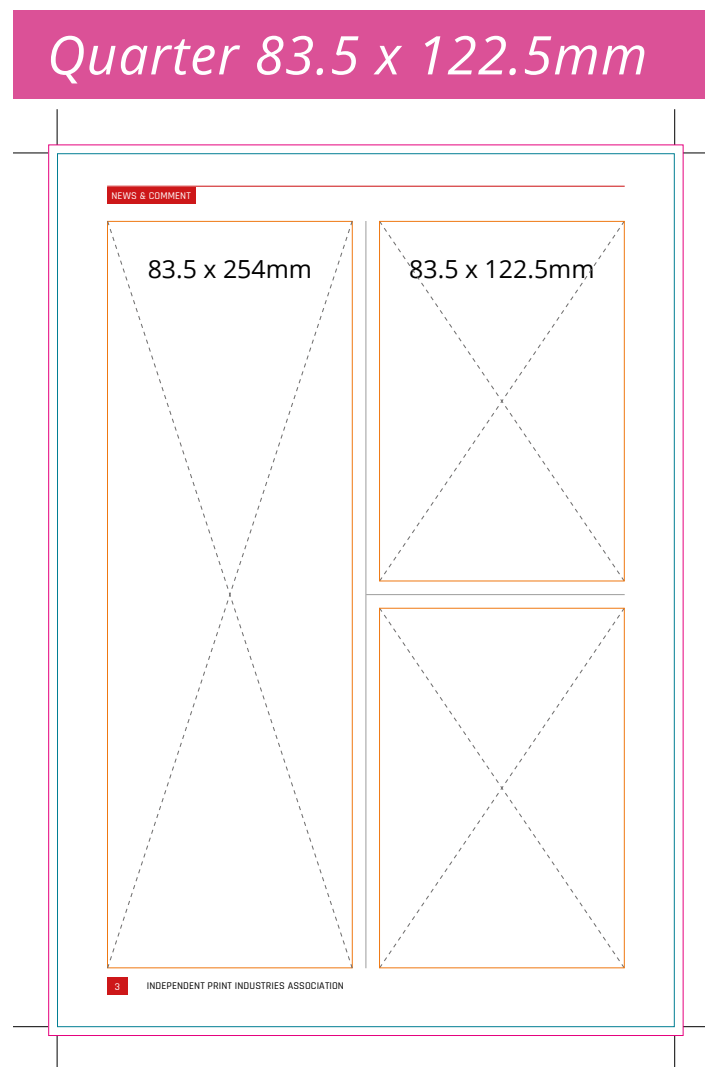
- Run live copy or logo content outside the safe copy area, as when perfect bound the content may **not** be clearly viewable
- Place images across the spine without making an adjustment for read across of 6mm, if submitting a double page spread (DPS) advert
- Extend trims marks (which are optional*) into the bleed area

** Inclusion of document information, trim/crop marks and registration marks are not a requirement for printing*

HALF PAGE / QUARTER PAGE ADVERT LAYOUT OPTIONS



Horizontal 176 x 122.5mm



Vertical 83.5 x 254mm

ADVERT SUBMISSION

Supply content as **PRINT READY PDF** file, the following tips should be observed:

- Single A4 page PDF + 3mm bleed*
- All fonts embedded
- High resolution images scaled to deliver 300dpi at final output size
- All black only text set to a weight of or 100%K
- Vector (.ai, .eps) content to be CMYK with any black only lines or text set to a weight of or 100%K
- Pixel based graphics to be either RGB or CMYK
- No Special Colours only CMYK-
We will convert Pantone/RGB to CMYK

* Inclusion of document information, trim/crop marks and registration marks are not a requirement for printing

ADVERT RATES

**INNOVATION
OFFER**

BOOK 4 ISSUES
AND MAKE EXTRA
SAVINGS!

ADVERT SIZE	PER ISSUE	FOUR ISSUES	FOUR ISSUES DISCOUNT
BACK COVER	£1,250	£5,000	£4,750
INSIDE FRONT INSIDE BACK	£750	£3,000	£2,750
FULL PAGE	£625	£2,500	£2,250
HALF PAGE LANDSCAPE/PORTRAIT	£313	£1,250	£1,125
QUARTER PAGE	£157	£625	£500

Submit content to
email: innovation@ipia.org.uk



2024 COPY DEADLINES

- Issue 107: In production
- Issue 108: Deadline for Adverts and Member Editorial April 19th
- Issue 109: Deadline for Adverts and Member Editorial July 19th
- Issue 110: Deadline for Adverts and Member Editorial October 18th

Our magazine schedule is dictated by the size and scope of what members send to us, which can change the size of the magazine and the planned publication date.

LOOSE INSERTS

PLEASE CALL FOR US FOR A QUOTE - 01785 253 796

DISCLAIMER

The Association does not necessarily agree with the views expressed by the contributors, nor accept any responsibility for any errors of interpretation in the subject matter of this publication.

Whilst every effort is made to ensure all details are correct at time of going to press, the IPIA cannot accept responsibility for errors and omissions to any copy.



INDEPENDENT PRINT INDUSTRIES ASSOCIATION THORNBURY ROOM
UNIT 7, NETHAM VIEW INDUSTRIAL PARK NETHAM RD
BRISTOL BS5 9PQ

OFFICE TEL: 01785 253 796
INFO@IPIA.ORG.UK
IPIA.ORG.UK