

Media Pack 2016



Everything you need to know about the Glass & Glazing industry for the installer

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Distribution » Content » Specification » Rates » Contact

Distribution

The mobile installer market is notoriously difficult to target - **NOT ANY MORE**

Find the Pro Installer on a trade counter near you...

FREE, pick-up tabloid that is distributed in over 650 trade counters across the UK including:



Quarterly supplements include, 'All Doors', 'Industry Support', 'Conservatories' and 'Hardware & Security'

Industry News, Giveaways & Competitions, Pro Products, Installer Support, Readers Letters, VIP Viewpoints, Puzzles + Much More!

Artwork Sizes

Artwork Spec:

Artwork should be sent as a high resolution PDF file in CMYK at 300DPI.

If you are having trouble sending your artwork across call the production department on **01226 321 450**.

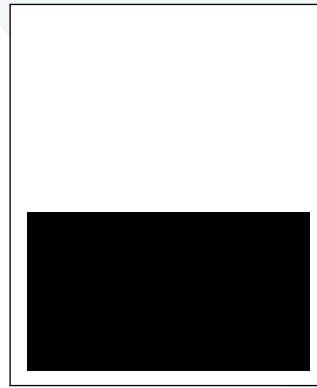
Edit Word Counts:

Full Page with an image: 750 words.

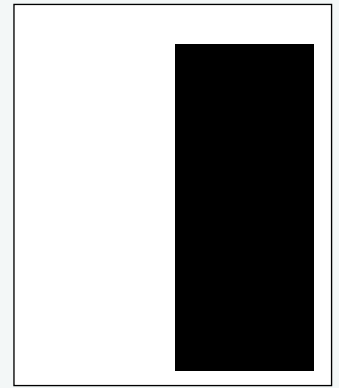
Full Page with no images: 1,150 words.

Half Page with an image: 300 words.

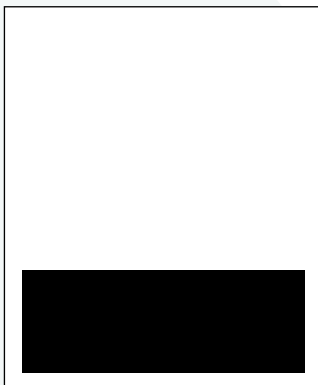
Half Page with no images: 450 words.



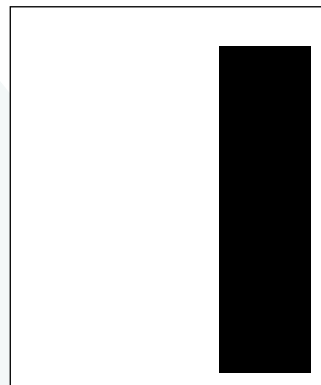
Half Page Advert
(Horizontal)
266.8 x 149.6 [mm]



Half Page Advert
(Vertical)
131.2 x 308 [mm]



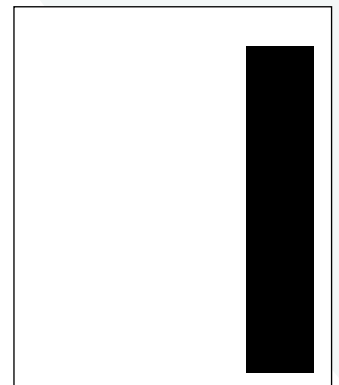
Third Page Advert
(Horizontal)
266.8 x 96.8 [mm]



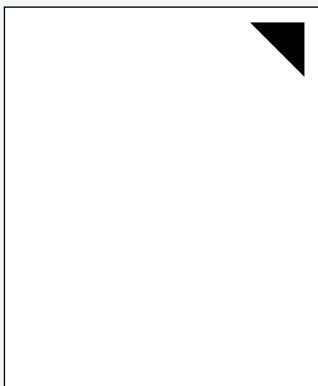
Third Page Advert
(Vertical)
86 x 308 [mm]



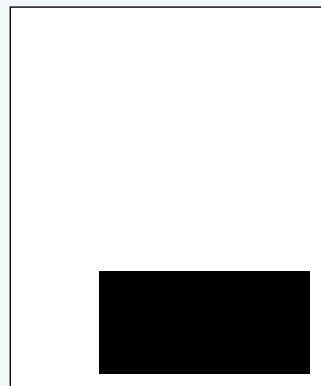
Quarter Page Advert
(Horizontal)
266.8 x 70.4 [mm]



Quarter Page Advert
(Vertical)
63.4 x 308 [mm]



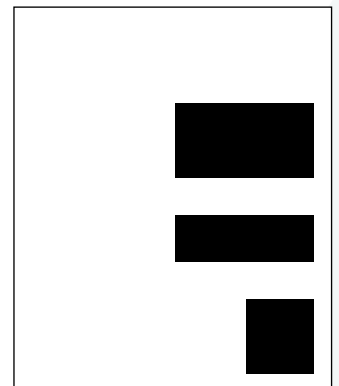
Front Page Earpiece
(Call for further instructions)
51.4 x 51.4 [mm]



Front Page Banner
(Horizontal)
199 x 96.8 [mm]



Back Page Banner
(Horizontal)
266.8 x 44 [mm]



Classified

Eighth Page Advert

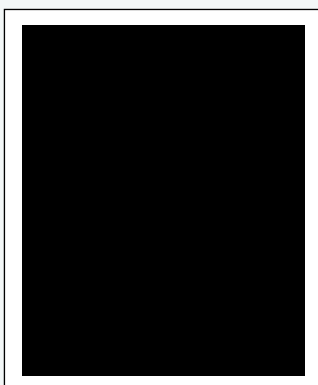
(Horizontal)
131.2 x 70.4 [mm]

Twelfth Page Advert

(Horizontal)
131.2 x 44 [mm]

Sixteenth Page Advert

(Vertical)
63.4 x 70.4 [mm]



Full Page Advert
(Vertical)
266.8 x 331.4 [mm]



Double Page Spread (DPS)
(Horizontal)
566.8 x 331.4 [mm]

Rate Card

	1 Issue	3 Issues	6 Issues
DPS	£995	£895	£795
Full Page	£550	£455	£385
Half Page	£375	£325	£265
Third Page	£285	£235	£195
Quarter Page	£265	£225	£185
Eighth Page	£225	£185	£160
Front Page Advert	£1,995	P.O.A.	P.O.A.
Back Page Banner	£995	P.O.A.	P.O.A.
Front Page Ear Piece	£295	P.O.A.	P.O.A.
Press Releases	P.O.A.	P.O.A.	P.O.A.
Targeted Email Campaigns	P.O.A.	P.O.A.	P.O.A.
Inserts	P.O.A.	P.O.A.	P.O.A.

Contact

Telephone

01226 321 450

Fax Your Enquiry

01226 730 825

Head Office

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

Editor

Stephanie Wright

stephanie@cvgroup.co.uk

Director

Rob Exley

rob@cvgroup.co.uk

Director

Steve Sidebottom

steve@cvgroup.co.uk

Sales Manager

Steve Fretwell

stevef@cvgroup.co.uk

Sales Manager

Diana Sylvia

diana@cvgroup.co.uk

Sales Executive

Andy Davies

andy@cvgroup.co.uk

Accounts Enquiries

Sharon Watson

sharon@cvgroup.co.uk



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

OPTION ONE

4 x Double Page Spreads

6 x Full Page Adverts

2 x Half Page Adverts

12 x (Classified) Adverts

6 x Full Page Editorials

1 x VIP Viewpoint

12 x Press Releases Placed Online & in Print

PACKAGE WORTH:

£14,900

LOYALTY CLUB PRICE:
£9,000

£750
/month

OPTION TWO

4 x Full Page Adverts

4 x Half Page Adverts

4 x Quarter Page Adverts

12 x (Classified) Adverts

1 x VIP Viewpoint

6 x Press Releases Placed Online & in Print

PACKAGE WORTH:

£7,040

LOYALTY CLUB PRICE:
£5,040

£420
/month

Join the Pro Installer Loyalty Club today by calling...

01226 321 450

MORE GREEN DEAL FUNDING AVAILABLE

More money for green jobs - The Government has announced that it will be making available a further £1.2 billion of Green Deal funding to help homeowners improve the energy efficiency of their homes. This is part of the Green Deal financing scheme, which allows homeowners to borrow money to pay for energy efficiency improvements to their homes. The funding is available to homeowners who are on a low income or who are receiving certain benefits. The funding can be used to pay for a wide range of energy efficiency improvements, including insulation, double glazing, and energy efficient lighting. The funding is available until the end of 2015.

Going pro with Koffer Ryan Exam. Page 07.

Addressing the skills gap. Page 00.

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