



- ▶ Digital
- ▶ Online
- ▶ Email
- ▶ Print



## Why choose Housewares Magazine?

Housewares Magazine, the original business-to-business magazine for housewares retailers and their suppliers, has been published since 1983.

Publishing six times a year, Housewares' circulation includes 4723 print and 2441 digital issues. In addition, the Housewareslive website is updated daily and the Housewares weekly newsletter provides our readers with the latest industry news.

Editorial content includes profiles of leading housewares retailers, latest product news, detailed reviews of key market sectors, informed comment by senior industry members, exclusive market trend information from retailers themselves, and much more.

### How Housewares Magazine can help your business.

Offering a mixed media platform of print, digital and online opportunities reaching a large and targeted audience of key decision makers, you can be assured that your marketing message will be seen by people that count. We are an established magazine in our sector and our strong heritage makes us the go-to magazine for news and product information.

To view the latest digital issue of Housewares go to: [www.HousewaresLive.net](http://www.HousewaresLive.net)

# Features List 2023

## Month / Editorial Deadline

## Features

<b>January/February</b>	<ul style="list-style-type: none"><li>• Inspired Home Show Preview</li><li>• Kitchen Knives and Accessories</li><li>• Sustainability</li><li>• Easter</li></ul>	<ul style="list-style-type: none"><li>• Cookware</li><li>• Housewares Awards Preview</li></ul>
<b>March/April</b>	<ul style="list-style-type: none"><li>• Glassware</li><li>• Colour in the Home</li><li>• Tools &amp; Gadgets</li><li>• Show Reviews</li></ul>	<ul style="list-style-type: none"><li>• Exclusively Preview</li><li>• Housewares Awards Review</li><li>• Housewares for Garden Centres</li></ul>
<b>May/June</b>	<ul style="list-style-type: none"><li>• Spring cleaning</li><li>• Woodware</li><li>• Afternoon Tea</li></ul>	<ul style="list-style-type: none"><li>• Oven to Tableware</li><li>• Outdoor cooking &amp; BBQ</li><li>• Condiments</li></ul>
<b>July/August</b>	<ul style="list-style-type: none"><li>• Tools &amp; Gadgets</li><li>• Glassware</li><li>• Colour in the Home</li></ul>	<ul style="list-style-type: none"><li>• Outdoor Cooking &amp; BBQ</li><li>• Eco-friendly Products</li><li>• Hydration</li></ul>
<b>September/October</b>	<ul style="list-style-type: none"><li>• Beverage Making</li><li>• Cookware</li><li>• Storageware</li></ul>	<ul style="list-style-type: none"><li>• Food Preparation</li><li>• Christmas Planning</li><li>• Glassware</li></ul>
<b>November/December</b>	<ul style="list-style-type: none"><li>• Show Previews</li><li>• Trends for 2022/2023</li><li>• Weighing and Measuring</li></ul>	<ul style="list-style-type: none"><li>• Tabletop- Christmas</li><li>• Bakeware</li><li>• Woodware</li></ul>

# Advertising deadlines 2023

<b>Issue</b>	<b>Copy Deadline</b>	<b>PDFs To Print</b>	<b>Mail out date</b>
January/February	23rd January	3rd February	10th February
March/April	24th March	3rd April	10th April
May/June	26th May	5th June	12th June
July/August	21st July	4th August	11th August
September/October	22nd September	2nd October	9th October
November/December	24th November	4th December	11th December

# Advertising Rates & Data

Front Cover and Cover story on Contents page (up to 50 words)	£2100
IFC	£1350
Outside Back Cover	£1500
Full Page	£1200
Half Page	£650
Quarter Page	£350

4pp Insert: £895

(Insert to be supplied by client – weight must be 10g maximum.  
If the insert weight is above 10g please get in touch for a competitive quote)

Colour Seps (image and up to 120 words): £130

Colour Seps to be included online and magazine: £185

Bellyband (affixed around magazine) 90mm depth £2500

## Advert Specifications & Dimensions

Advert Size	Type	Trim	Bleed
Front Cover	306 x 229	312 x 235	
Double Page	265 x 420	306 x 458	312 x 464
Full Page	265 x 195	306 x 229	312 x 235
Half Page (V)	265 x 94		
Half Page (H)	135 x 195		
Quarter Page (V)	135 x 94		
Quarter Page (H)	66 x 195		

**OPEN DOCUMENTS:** originated in Mac versions of Quark Xpress, Adobe Illustrator or Adobe Photoshop. Artwork originated in Microsoft Word, PowerPoint or Publisher cannot be accepted. Colour must be CMYK - no RGB, no spot colours, no embedded ICC profiles.

ALL FONTS must be supplied. Mac fonts only please - no PC fonts. Fonts used in Illustrator eps documents must be converted to paths. Fonts used in layered Photoshop documents must be rasterised.

**IMAGES/LOGOS:** file formats: tiff, eps, jpg. Images to be at least 300dpi at 100% (size used in ad). All fonts to be included - TrueType fonts are preferred.

**PDFs:** Before creating a PDF ensure your document complies

with the above colour, font and resolution specs, distilled using Acrobat 4 or higher, with highest quality compression. Pictures placed in document must be tiff or eps, not jpg. Allow for 3mm bleed. Include crop marks. When checking your PDF, click on 'overprint preview' to check that all information appears. A hard colour copy must accompany digitally supplied advertisements.

**DELIVERY:** Files larger than 10MB: Please send via 'We Transfer' website. Files under 10MB can be emailed directly to our Production Department: [khoo@datateam.co.uk](mailto:khoo@datateam.co.uk)

**File naming protocol:** all e-mails must be given a file name indicating the magazine/client/issue.

**To book your advertising contact Dawn Tucker  
+44 (0) 7934 731232 [dtucker@datateam.co.uk](mailto:dtucker@datateam.co.uk)**

## E-Newsletter

Our weekly e-newsletter is distributed to over 2,441 recipients each month and is sent out each Tuesday.

POSITIONS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
<b>LEADER BANNER</b>	<b>£400</b>	<b>£960</b>	<b>£1920</b>	<b>£3600</b>
<b>MID NEWS BANNER</b>	<b>£340</b>	<b>£815</b>	<b>£1630</b>	<b>£3060</b>
468x60 pixels (leader)				
680x90 pixels (mid)				
<b>E-SHOTS</b>	<b>1 x £550</b>	<b>3 x £450</b>		

## Website advert positions & specifications

[www.housewareslive.net](http://www.housewareslive.net)



Costs below are based on 3 months' coverage

**BILLBOARD:**  
**£2200**  
Dimensions: 970 x 250

**LEADER BANNER:**  
**£1,500**  
Dimensions: 970 x 250  
Rectangular position that sits next to the logo above the main navbar.

**CAROUSEL:**  
**£1,300**  
Dimensions: 728 x 90  
Rectangular position that sits next to the logo above the main navbar

**HEADLINE BANNER:**  
**£1000**  
Dimensions: 660 x 100  
Rectangular position that displays above the headlines on the homepage.  
Also appears above all articles.

**TAKEOVER:**  
**£2000**  
Dimensions: 240 x 900 (left and right) – EXCLUSIVE ONLY Large vertical positions that fill the left and right panels outside the website. Will scroll with the website.  
Dimensions are deemed a 'safe' area for call to action. Thinner/wider artworks can be supplied. Tags, HTML and animated artwork are NOT supported in this zone.

**MPU:**  
**£900**  
Dimensions: 300 x 250  
Boxed positions that appear down the right side of the website.

**BUTTON:**  
**£500**  
Dimensions: 120 x 90  
Small box positions that appear down the right side of the website.

**SKYSCRAPER:**  
**£1000**  
Dimensions: 160 x 600  
Long vertical position that appears down the right side of the website.

All advert positions appear on all pages and are shared unless stated. Exclusive options are available on request. The position of your advert is based on availability of booked areas. All dimensions are measured in pixels (width x height). All artwork must be supplied as either a static image or animated .gif file (recommended file size < 1 mb). We accept tags and HTML adverts. Flash is not supported.

**For Editorial enquiries contact Anjali Sooknanan**  
**ASooknanan@datateam.co.uk 01622 699106**

# Awards



7TH JULY 2023

## AWARDING THE VERY BEST IN HOUSEWARES

The Housewares Awards (formerly known as the Housewares Innovation Awards) is a prestigious event for the recognition of excellence from across the housewares sector, organised in association with leading industry publication, Housewares Magazine.

The event has served as a prime opportunity to celebrate the collective achievements of the housewares industry for well over 30 years – annually recognising and rewarding innovative manufacturers and exceptional retailers, as well as the incredibly passionate professionals at the heart of all of these companies.

With the Housewares Awards (formerly known as the Housewares Innovation Awards) fast approaching, we are inviting you along to the Tower Hotel which is nestled in the midst of some of London's most iconic landmarks, including the Tower of London and the Shard, and offers unparalleled views of the River Thames. We have introduced an expertly curated range of categories this year to honour the very best of the industry. With the added bonus of entries being completely free of charge, this is the year to be rewarded for your brand's excellence.

## RETAILER CATEGORIES

### Best Independent Retailer of the Year

This category is open to entries from independent brick & mortar retailers with 1-3 locations. They must have a vast knowledge across the retail spectrum including: store design, displays, product range, customer service, marketing and promotion and innovation.

### Best Multiple Retailer of the Year

This includes a specific brand in a department store chain or group with more than 3 stores. They must have a vast knowledge across the retail spectrum including store design, displays, product range, customer service, marketing and promotion and innovation.

### Best Garden Centre of the Year

This category is open to independent garden centres and specific locations of a multiple garden centre chain. They must have a vast knowledge across the retail spectrum including: store design, displays, product range, customer service, marketing and promotion and innovation.

### Best Wholesaler of the Year

This category is open to housewares wholesalers who offer a well-presented warehouse, vast range of products and product knowledge, exceptional customer services and user friendly shopping experience.

### Best Online Independent of the Year

This category is open to independent brick and mortar retailers offering housewares goods. Entries must have an exceptional online offering that enhances the customer experience.

### Best Online Retailer of the Year

This category is open to online retailers offering housewares goods. Entries must have an exceptional online offering that enhances the customer experience.

### Best Retail Display of the Year

This category is open to window or in-store displays from a multiple retailer, department store chain or independent department store. Entries must show a high-level of creativity and visual aesthetics.

### Best Retail Sales Person of the Year

Open to entries/nominations for an individual working for a manufacturer/supplier in the housewares sector that goes above and beyond for their clients, offering unrivalled knowledge, expertise and service.



# Awards

## SUPPLIER CATEGORIES

### **Best Cookware Product of the Year**

Open to entries for products used in cooking including but not limited to pans, bowls and utensils. Products must have been available on the market between January 2022 and March 2023.

### **Best Bakeware Product of the Year**

Open to entries for products used in baking including but not limited to tins, trays and pans. Products must have been available on the market between January 2022 and March 2023.

### **Best Tool or Gadget of the Year**

Entries include any tool/gadget including but not limited to graters, tin-openers and mills. Products must have been available on the market between January 2022 and March 2023.

### **Best Tabletop Product of the Year**

Open to entries for products designed to be used or placed on top of the table including but not limited to presentation boards and serving collections. Products must have been available on the market between January 2022 and March 2023.

### **Best Small Domestic Appliance of the Year**

Entries include small domestic appliances associated with the process of food/beverages. Products must have been available on the market between January 2022 and March 2023.

### **Best Retail Training of the Year**

This award recognises a retailer's training programme or initiative. The programme or initiative must use an innovative approach to aiding team development.

### **Best Sustainable Product of the Year**

Open to entries for products that provide environmental, social and economic benefits. This category focuses on products that protect public health and the environment over their whole life cycle from the extraction of raw materials until the final disposal. Products must have been available on the market between January 2022 and March 2023.

### **Best Supplier Award of the Year**

Open to entries from manufacturers/suppliers that offer unrivalled service to retailers from customer service to ongoing training initiatives. Open to entries from manufacturers/suppliers that offer unrivalled service to retailers from customer service to ongoing training initiatives.



# Awards



**7TH JULY 2023**

## **Individual Category Sponsorship – Housewares Awards 2023 Cost: £5,500**

- A table of 10 at the event
- 2 Pages of Advertising (1 full page advert, 1 full page in the post Awards issue)
- Online and Print branding and logos across all general Awards editorial and advertising
- Branding at the Awards Lunch
- Branded e-tickets to send to invited guests
- Company logo engraved on the winner's trophy
- Company representative invited onto the stage to announce the winner and present the trophy

**Single tickets @ £215 and a table for 10 @ £2,050**

**Table of 5 £1,050**



**Please contact Linda Dorling for sponsorship opportunities:**

**Linda Dorling**

**07885 142398**

**Lindaedorling@gmail.com**