



- ▶ Digital
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Why choose Housewares Magazine?

Published since 1983, Housewares Magazine exists to connect housewares suppliers and manufacturers to retailers across the UK. As the original business-to-business magazine in the sector, our rich heritage makes us the go-to magazine for professionals at every level of the industry.

Online

Whether it's product launches, appointments, market insights or partnerships, www.housewareslive.net is updated daily with the latest industry news. So that our readers never miss out on the top news stories for the week, our e-newsletter is also sent out every Tuesday to our 2441 subscribed recipients.

Print

Published 6 times a year, Housewares Magazine covers everything from retailer profiles, product information and market reviews to trend insights and in-depth interviews with key industry members. Offering a mixed media platform of a print and digital publication, Housewares Magazine is distributed to a targeted audience of 4723 recipients comprised of key decision makers and senior industry professionals.

Trade Shows

Housewares Magazine works closely with a variety of trade show organisers including Messe Frankfurt for Ambiente, the International Housewares Association for The Inspired Home Show, AIS for INDX Homewares, BHETA for Exclusively and more. In collaboration with each trade show, Housewares Magazine features show previews and reviews giving exhibitors the opportunity to showcase their innovations, as well as exclusive information in the build-up to the event.

To view the latest digital issue of Housewares go to: www.HousewaresLive.net

Features List 2024

Month / Editorial Deadline

Features

January/February	<ul style="list-style-type: none">• Inspired Home Show Preview• Kitchen Knives and Accessories• Cookware• Ambiente Review	<ul style="list-style-type: none">• Eco-Friendly• Looking Ahead
March/April	<ul style="list-style-type: none">• Glassware• Colour in the Home• Exclusively Preview	<ul style="list-style-type: none">• Bakeware• Housewares for Garden Centres• Show Reviews
June/July	<ul style="list-style-type: none">• Spring Cleaning• Oven to Tableware• Woodware	<ul style="list-style-type: none">• Outdoor Cooking & BBQ• Housewares Awards• Afternoon Tea
August/September	<ul style="list-style-type: none">• Small Domestic Appliances• Glassware• Colour in the Home	<ul style="list-style-type: none">• Hydration• Eco-friendly• Housewares Awards
October/November	<ul style="list-style-type: none">• Beverage Making• Cookware• Storageware	<ul style="list-style-type: none">• Food Preparation• Christmas Planning• Tools and Gadgets
December/January	<ul style="list-style-type: none">• Show Previews• Trends for 2023/2024• Barware	<ul style="list-style-type: none">• Bakeware• Tabletop• Woodware

Advertising deadlines 2024

Issue	Copy Deadline	Press Date	Mailing Date
January/February	22nd January	12th February	5th February
March/April	22nd March	29th March	1st April
June/July	12th June	28th June	5th July
August/September	12th August	28th August	4th September
October/November	14th October	28th October	4th November
December/January	16th December	6th January	6th January

For editorial enquiries contact:

William McGill

E: wmcgill@datateam.co.uk

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 (height x width)

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 165		

OPEN DOCUMENTS: originated in Mac versions of Quark Xpress, Adobe Illustrator or Adobe Photoshop. Artwork originated in Microsoft Word, Power-Point 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

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

To book your advertising contact:

Dawn Tucker

T: 07934 731232

E: dtucker@datateam.co.uk

Morgan Borthwick-Hunter

T: 01622 699126

E: mborthwick-hunter@datateam.co.uk

Online Advertisement Rates

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.

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
LEADER BANNER	£400	£960	£1920	£3600
MID NEWS BANNER	£340	£815	£1630	£3060
468x60 pixels (leader)				
680x90 pixels (mid)				
E-SHOTS	1 x £550	3 x £450		

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.

Housewares Directory

Join the brand new Housewares Directory – on our freshly updated website, and in print, the Housewares Directory is the best place to promote your brand's name and products.

Within the last 12 months, our online directory had 25,000 views and had an increase of up to 8,000 new unique users.

The packages below – starting at just **£350** – are for an entry in both our print magazine as well as online on our directory website, and will give you a subscription for an entire year.

Silver package - £350:

- Company Description
- Company Logo
- Contact details
- Social Media Links
- Up to 2 Product Image uploads
- Up to 5 Product Categories

Gold package - £500:

- Company Description
- Company Logo
- Contact Details
- Social Media Links
- Up to 10 Product Image uploads
- Up to 15 Product Categories
- Highlighted entry within Search results
- Top Billing within Category results