



Media Pack 2021

Why choose Housewares Magazine?

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

Its circulation is 5,000 – far more than any other magazine in the market – with seven issues a year, Housewares magazine publishes more frequently than any other title in the market.

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

In a recent reader study, Housewares Magazine was the preferred choice of 86% of housewares retailers!

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 the most established magazine in our sector and our strong heritage makes us the go-to magazine for news and product information

FEATURES LIST 2021

Month / Editorial Deadline	Features
January / February Editorial deadline: December 14	<ul style="list-style-type: none"> • Kitchen Knives and Accessories • Eco-Friendly Products • Storageware • Healthy Eating • Cookware • Hydration
March / April Editorial deadline: March 5	<ul style="list-style-type: none"> • Ambiente Show: Preview • Housewares As Gifts • Beverage Making • Spring Cleaning • Afternoon Tea • Wedding Gifts • Oven-To-Tableware
May/June Editorial deadline: May 25	<ul style="list-style-type: none"> • Small Electricals • Cookware • Tabletop • Kitchen Knives, Tools & Gadgets • Outdoor Cooking & Dining • Colour in the Home • Storageware • Healthy Living • Home & Gift Buyers Festival, Harrogate - Preview • What's New
July / August Editorial deadline: July 15	<ul style="list-style-type: none"> • Exclusively Show - Preview • Oven to Tableware • Housewares as Gifts • Bakeware • Eco Friendly Products • Hydration • Autumn Fair - Preview • Weighing and Measuring • What's New
September Editorial deadline: August 24	<ul style="list-style-type: none"> • Exclusively Show – Review • Autumn Fair – Review • Christmas Planning • Afternoon Tea • Made in Britain • Housewares for Garden Centres • Celebrity Endorsed and Licenced Products • Kitchen Knives and Accessories • What's New
October Editorial deadline: October 1	<ul style="list-style-type: none"> • Food Preparation • Tabletop • Childrensware • Small Electricals • Storageware • Barware • Textiles • Oven-To-Tableware
November / December Editorial deadline: November 16	<ul style="list-style-type: none"> • Woodware • The 2020 Hot List • Cookware • Colour In The Home • Condiments • Tools and Gadgets

Meet the team

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Advertising Rates & Data

Front Cover and Cover story on Contents page (up to 50 words)	£2100
Front Cover and full page advertorial (area of your choice and flexible on position within magazine)	£2600
IFC	£1600
Outside Back Cover	£1200
Full Page	£1100
Half Page	£600
Quarter Page	£350

Page Header Advertising Banner (included on every page of magazine)	
1 Month	£750
3 Months	£1800
6 Months	£3000
1 year	£5000

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 50 words):	£130
Colour Seps to be included online and magazine:	£185

Extras	
Polywrap Advertising (image displayed front and back of polybag)	1 Year £5900 (40,000 copies approx)

Bellyband (affixed around magazine) 90mm depth £2500

Advert Specifications & Dimensions

(all sizes are height x width in mm)

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

Advertising deadlines 2021

Issue	Copy Deadline	PDFs To Print	Mail out date
January/February	15th January	19th January	26th January
March/ April	26th March	6th April	13th April
May / June	7th May	14th May	21st May
July/August	27th July	30th July	6th August
September	10th September	17th September	24th September
October	15th October	22nd October	29th October
November/December	30th November	7th December	14th December

