

## MEDIA PACK AND COSTINGS

The BPIF (British Printing Industries Federation) is a thriving, best-in-class trade association invigorating a modern, progressive print industry. We inspire those within the UK print, printed packaging and graphic communication industries to see opportunities for growth. It is one of the country's largest and most dynamic trade associations and serves a sector which has a collective annual turnover of £14 billion and employs approximately 112,000 people.

### THE BPIF AT A GLANCE

- ♦ Not for profit organisation
- ♦ Largest training provider to the British printing industry
- ♦ Represents industry on a national level
- ♦ Helps to shape Government thinking
- ♦ Specialist areas represented by series of Special Interest Groups
- ♦ Wide range of national and regional networking opportunities
- ♦ Series of prestigious events

### BPIF MEMBERSHIP AND MEDIA READERSHIP

BPIF membership is corporate and comprises companies spanning the whole UK print industry.

- ♦ Our main contacts head up companies representing over 50% of the UK's print trade turnover
- ♦ Recipients include key decision makers – predominantly Chief Executives and Managing Directors, Proprietors and Partners. Others include General Managers, Commercial Buyers, Financial Directors, Operations Directors, Health & Safety, Human Resources, Legal and Environmental Managers.

### BPIF MEDIA

The BPIF use a range of media to communicate with their members including:

- ♦ Inprint magazine
- ♦ Monthly E-Newsletters
- ♦ BPIF website
- ♦ Social media
- ♦ Direct mail

There are various advertising and sponsorship opportunities available exclusively to BPIF members and Associate members.

For more information and to discuss promotional opportunities contact:

**GEORGINA COX, BPIF INPRINT CO-ORDINATOR,**  
**AT [GEORGINA.COX@BPIF.ORG.UK](mailto:GEORGINA.COX@BPIF.ORG.UK) OR ON 020 7915 8368**

**[BRITISHPRINT.COM](http://BRITISHPRINT.COM)**

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# INPRINT MAGAZINE

## INPRINT EDITORIAL PROFILE

Inprint is the official magazine of the BPIF, and is unique in its delivery of industry information. Launched in 2008, it is an essential, regular conduit of communication between the BPIF and its members, and is an important feature of membership. Inprint is printed 4 times a year as follows:

♦ March/April ♦ June/July ♦ September/October ♦ December/January

Compiled by experts from all areas of print, Inprint is a leading information source providing up-to-date insight and comment for senior print industry managers on the latest 'need to know' business practice areas such as:

- ♦ Health and Safety
- ♦ Training
- ♦ Member news
- ♦ Technology
- ♦ Environmental and Quality issues
- ♦ Human Resources & Legal
- ♦ Government & research
- ♦ Industry information and statistics

Content also includes case studies, interviews with key personalities, and a diary of forthcoming industry events.

## DISTRIBUTION

- ♦ Print run 3,500
- ♦ 100% UK distribution
- ♦ Directly name mailed to all members
- ♦ Distributed at events

# ADVERTISING AND EDITORIAL OPPORTUNITIES

## COSTS AND SERIES DISCOUNTS

	1 INSERTION	2 INSERTIONS (10% discount)	4 INSERTIONS (20% discount)
DOUBLE PAGE SPREAD	£1,800	£1,620	£1,440
FULL PAGE	£1,200	£1,080	£960
HALF PAGE	£670	£603	£536
LOOSE INSERT	Individually quoted on application		

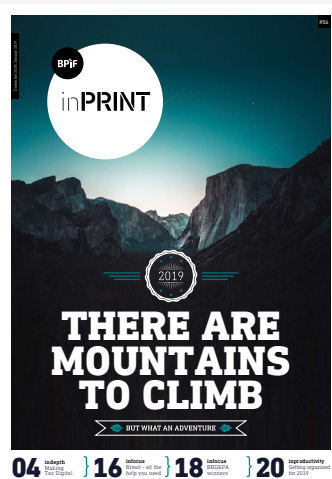
## COPY DEADLINES AND PUBLICATION DATES

ISSUE	COPY DEADLINE	PUBLICATION DATE
MARCH/APRIL	24/01/20	02/03/20
JUNE/JULY	24/04/20	01/06/20
SEPTEMBER/OCTOBER	24/07/20	01/09/20
DECEMBER/JANUARY	23/10/20	01/12/20



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Beautiful sponsored covers:



## TECHNICAL SPECIFICATIONS

- Full page trim 297x210mm (+3mm bleed)
- Half page horizontal 135x86mm
- Full page type area 270x186mm
- Half page vertical 273x91mm

## INPRINT APP

To compliment the printed magazine, the BPIF have created an app allowing members to read Inprint magazine on their phones or tablets, whenever, wherever. Adverts can be linked directly to a specific webpage, digital content or email contact at no extra cost.

# INPRINT COVER SPONSORSHIP OPPORTUNITIES

Whether it's embossing, debossing, spot UV, lamination, foil stamping, metallic inks, die-cutting, laser cutting, or a unique type of paper, Inprint is a fantastic way to showcase your beautiful work.

Sponsorship includes:

- Using the front and/or back cover to showcase your finish
- Working with us on the design of the cover in order to best-show your work
- \*Sponsored design cover
- An A4 advert or an article in the sponsored issue of the magazine
- Logo included in the email communication to all recipients

Please note, sponsorship will be allocated on a first come first serve basis.

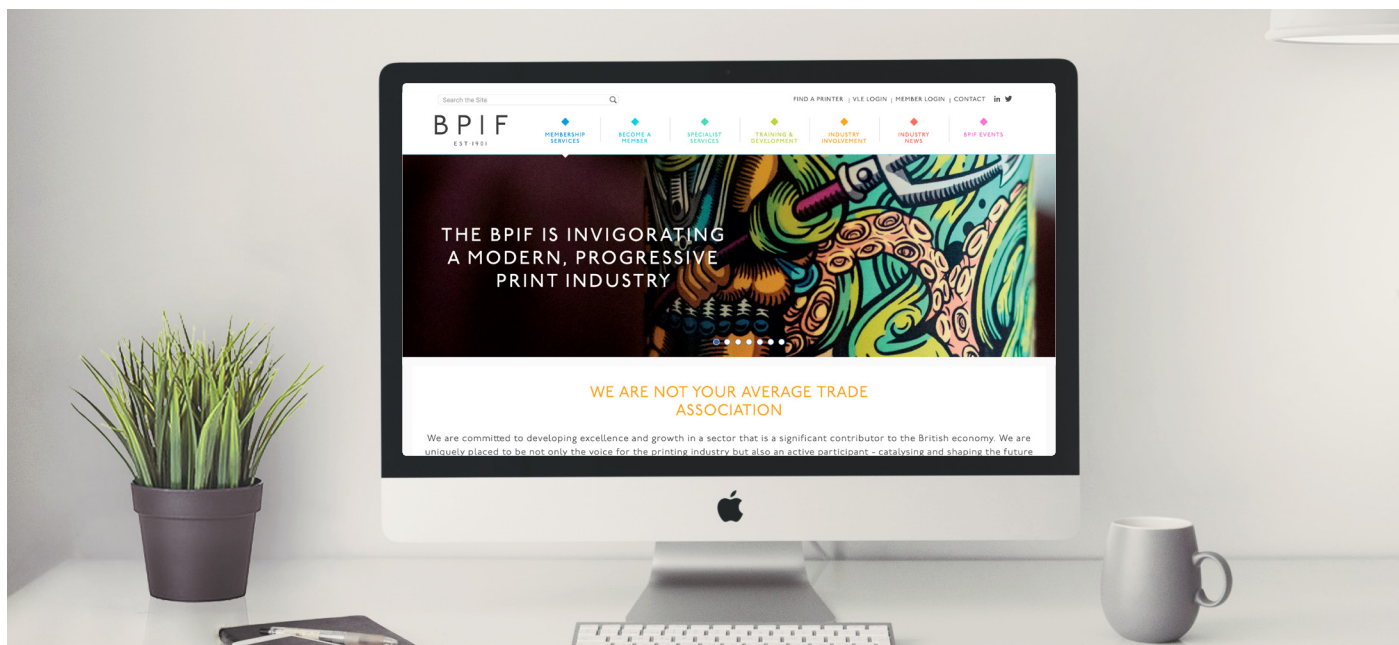
## COSTS

	COST
FRONT & BACK COVER	£2,800
FRONT COVER	£2,000

\*plus any additional print/transport costs

To achieve successful reproduction of your advertisement, we recommend that you follow these guidelines (Inprint cannot accept responsibility for digital adverts supplied outside these specifications). Ads should be supplied in one of the following formats: 1. PDF (PDF/X-1a) to Pass4Press specifications (preferred). Notes can be downloaded from [www.pass4press.com/cgi-bin/wms.pl/416](http://www.pass4press.com/cgi-bin/wms.pl/416) and settings can be downloaded from [www.pass4press.com/cgi-bin/wms.pl/900](http://www.pass4press.com/cgi-bin/wms.pl/900). All fonts must be embedded. 2. Adobe InDesign files with accompanying fonts. 3. Adobe Illustrator files saved as EPS and all text saved as outlines. Colour images should be saved as CMYK. Mono images should be saved as grayscale. Graphics should be saved at 300dpi at the size to be published. Grayscale images greater than 85% density may fill in on press. Adverts can also be supplied as hi-resolution PDF files emailed to [laura@thepagedesign.co.uk](mailto:laura@thepagedesign.co.uk) (files must not be larger than 10mb).

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# ONLINE

## WEBSITE

The BPIF website is a hub of information for members to log in and stay up-to-date with the latest industry news and research, and receive expert guidance on a wide range of topics.

With increased navigation and interactivity, the homepage of the BPIF website is the perfect spot to place your promotional artwork, directing members through to your own site.

## EMAIL

The BPIF send Regional E-Newsletters to all members on a monthly basis featuring national and local news stories as well as upcoming events.

## DISPLAY RATES AND SERIES DISCOUNTS

	1 INSERTION	2 INSERTIONS (10% discount)
E-NEWS ADVERT	£450	£405

Digital adverts should be supplied in JPEG or PNG file format

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