

BPIF

EST·1901

MEDIA PACK AND COSTINGS 2023

The BPIF 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
- ◆ E-Newsletters
- ◆ BPIF website
- ◆ Social media
- ◆ Webinars and Podcasts

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

For more information and to discuss promotional opportunities contact:

MEEKA WALWYN-LEWIS, BPIF HEAD OF MEMBERSHIP OPERATIONS
ATMEEKA.WALWYN-LEWIS@BPIF.ORG.UK OR ON 01924 203335

BRITISHPRINT.COM

inPRINT

INPRINT MAGAZINE

INPRINT EDITORIAL PROFILE

Inprint is the official membership 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 3 times a year as follows:

- ♦ January
- ♦ April
- ♦ July
- ♦ October

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

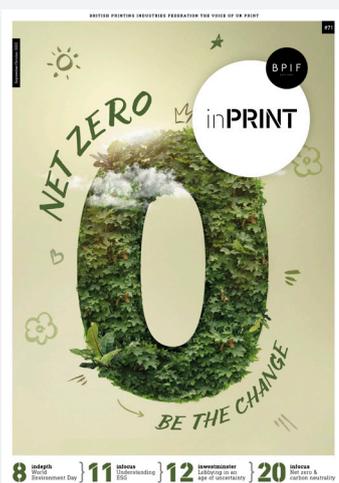
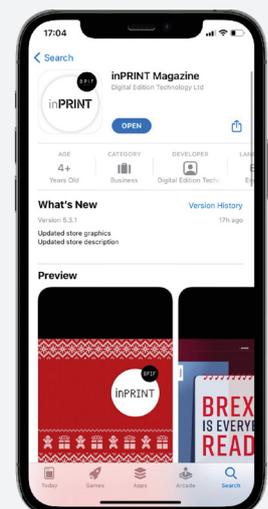
Content also includes case studies, interviews with key personalities, and a diary of forthcoming industry events.

DISTRIBUTION

- ♦ Print run 3,500
- ♦ 100% UK distribution
- ♦ E-editions available on our website
- ♦ Directly name mailed to all members
- ♦ Distributed at events

INPRINT APP

To complement the printed magazine, the BPIF have created an app allowing members to read Inprint magazine on their phones or tablets, whenever, wherever. The app is available for Apple and Android and can be download from the App Store and Google Play Store. Adverts can be linked directly to a specific webpage, digital content or email contact at no extra cost.



ADVERTORIAL AND COVER OPPORTUNITIES

COVER

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:

Beautiful sponsored covers:



- ♦ 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
- ♦ An A4 advert or an article in the sponsored issue of the magazine
- ♦ Logo included in the email communication to all recipients

| | COST |
|--------------------|--------|
| FRONT & BACK COVER | £2,500 |
| FRONT COVER | £1,600 |

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

COSTS AND SERIES DISCOUNTS

| | 1 ADVERT | 2+ ADVERT |
|--------------------|----------|--------------|
| DOUBLE PAGE SPREAD | £1,300 | 10% discount |
| FULL PAGE | £850 | 10% discount |
| HALF PAGE | £500 | 10% discount |

| | DOUBLE SIDED | 2 PAGE | 4 PAGE |
|-----------------|--------------|--------|--------|
| LOOSE A5 INSERT | £1,000 | £1,500 | £2,300 |
| LOOSE A4 INSERT | £1,500 | £1,800 | £2,500 |

FOR ANY OTHER LOOSE INSERT REQUIREMENTS - PRICES ARE AVAILABLE UPON REQUEST

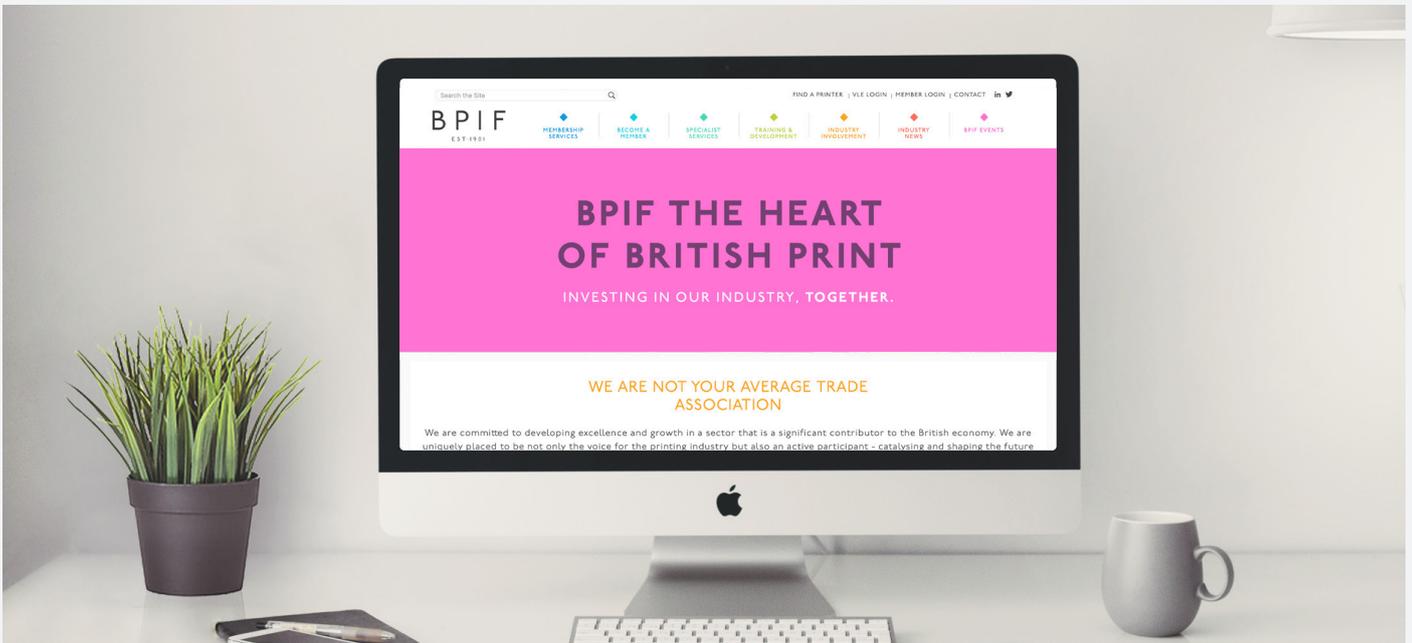
*We require inserts to be printed by the sponsor and posted to the company printing the edition of Inprint. Prices are subject to change.

TECHNICAL SPECIFICATIONS

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

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 and settings can be downloaded from 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 meeka.walwyn-lewis@bpif.org.uk (files must not be larger than 10mb).



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. We can publish your company press releases on the industry news section of our website.

EMAIL

The BPIF send E-Newsletters to all members on a regular basis featuring national and local news stories as well as upcoming events. We encourage our members to get involved and share their news through this vehicle.

SOCIAL MEDIA

We also love sharing your company news across our social channels below.

 @BPIF

 BPIF - The Trade Association at the Heart of British Print

 @bpifofficial

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