

MAGAZINE PROFILE

Gift Focus magazine is the UK's leading bi-monthly publication for the giftware industry, distributed to independent retailers, high street multiples, department stores, garden centres, heritage outlets and all other gift stockists. Each issue contains detailed information on influential trade shows and reviews hundreds of new and innovative products, enabling retailers to make informed and profitable buying decisions.

Unique to the marketplace, **Gift Focus** also offers sound advice on financial and legal matters, provides accurate trend forecasts and dispenses a balanced and accurate view of issues that directly affect the industry.

With a clean, contemporary design, high quality printing and intelligent, incisive editorial, the pages of **Gift Focus** are both attractive and accessible, thereby providing the perfect medium for product promotion. Its dynamic online presence at www.giftfocus.com acts as a comprehensive sourcebook for consumers, retailers and manufacturers, giving thousands of international buyers immediate access to your business.

The latest feature on www.giftfocus.com, the supplier directory, allows readers to contact advertisers in the magazine for more information about their products or services. This service is FREE for current advertisers and it serves as an extra value benefit to those businesses supporting the magazine. Simple to use and available world-wide 24 hours a day, the supplier directory is a reader reply service for the 21st century.

To make sure we are in regular contact with our readers we also send out monthly email newsletters with updates and news about events and the contents of the magazine. Magazine advertisers have the opportunity to place advertisements on these newsletters.

We have a wealth of innovative promotional opportunities, including sponsorship and advertorial, to help generate the response you deserve. To discuss your requirements, simply telephone Sharon Connelly on +44 (0)1376 535 607.

Circulation: 7,561*

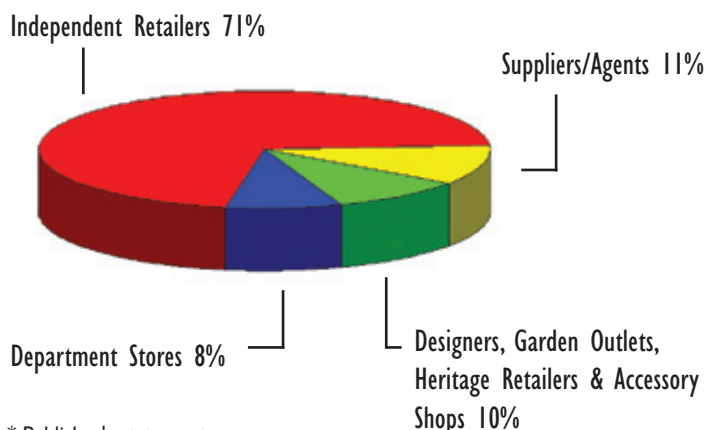
Distribution: Direct Mail



*** Average Net Circulation: 7,561**
(01/07/10 to 30/06/11)

In addition to our normal circulation, **Gift Focus** magazine is distributed at major giftware trade shows and is available to download at www.giftfocus.com.

Circulation Breakdown*



* Publisher's statement

broseley house,
newlands drive,
witham, essex cm8 2ul, uk
tel. +44 (0)1376 535 607
fax. +44 (0)1376 535 608
email. info@giftfocus.com
www.giftfocus.com

FEATURE SCHEDULE 2012

giftfocus
MAGAZINE

November/December 2011

(Year planner issue)

January gift fairs

Fair trade

Fashion accessories

Handmade gifts

Valentine's Day

Gifts for under £10

Games for the family

Advertising deadline: 14th October 2011

Issue date: 31st October 2011

January/February 2012

Spring Fair preview

Ambiente preview

Mother's Day gifts

Natural and organic

Fashion handbags

Novelty gifts

Advertising deadline: 22nd December 2011

Issue date: 16th January 2012

March/April 2012

British Craft Trade Fair preview

Gift of the Year winners

Father's Day

Made in Britain

Candles and home fragrances

Stationery

Women's fashion jewellery

Plush

Advertising deadline: 17th February 2012

Issue date: 5th March 2012

May/June 2012

Pulse preview

Exclusively Housewares preview

Men's jewellery

Bath and body

Wedding gifts

Baby gifts

Summer product showcase

Editorial deadline: 5th April 2012

Advertising deadline: 13th April 2012

Issue date: 30th April 2012

July/August 2012

Home and Gift preview

Tendence preview

Glassware

Home accessories

Christmas products (part one)

Photo frames and albums

Editorial deadline: 1st June 2012

Advertising deadline: 8th June 2012

Issue date: 25th June 2012

September/October 2012

Autumn Fair preview

Top Drawer Autumn preview

Eco friendly gifts

Greeting cards

Tableware

Licensed ranges

Teen market

Toys

Christmas products (part two)

Editorial deadline: 27th July 2012

Advertising deadline: 3rd August 2012

Issue date: 20th August 2012

November/December 2012

(Year planner issue)

January gift fairs

Fair trade

Fashion accessories

Handmade gifts

Valentine's Day

Gifts for under £10

Games for the family

Editorial deadline: 5th October 2012

Advertising deadline: 12th October 2012

Issue date: 29th October 2012

Please note that these schedules are subject to change.

For the latest version, please visit: www.giftfocus.com

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ADVERTISING RATES

Advert Size

	1	3	6
Double Page Spread	£2200	£1800	£1400
Full Page	£1300	£1100	£800
Half Page (Horizontal or Vertical)	£750	£630	£570
Quarter Page	£395	£325	£295

Premium Positions

Inside Front Cover	£1500	£1250	£1000
Inside Back Cover	£1400	£1130	£900
Outside Back Cover	£1500	£1250	£1000

Inserts

Loose inserts (per thousand)	£85		
Maximum weight	15 grams per item		
Maximum size	A4		
Bound In Inserts / Loose inserts (over 15 grams)	Price Available on Request		

All prices are per insertion and exclude VAT.

Newsletter

	1	6	12
Banner (468 x 60 pixels)	£150	£125	£100
Side Ad (300 x 300 pixels)	£150	£125	£100

Website

	1	3	6
Banner (468 x 60 pixels)	£150	£125	£100
Side Ad (300 x 250 pixels)	£125	£100	£75

NB. Advertisement positions on the website and newsletters are available to magazine advertisers only.

For information on other promotional opportunities, including sponsorship, advertorial and online bookings, call sales on +44 (0)1376 535 607.

MECHANICAL DETAILS

Printed Advert Sizes

	Width	Height
Double Page Spread (with bleed)	426mm	303mm
Double Page Spread (trim)	420mm	297mm
Full Page (with bleed)	216mm	303mm
Full Page (trim)	210mm	297mm
Half Page - Vertical	95mm	287mm
Half Page - Horizontal	195mm	141mm
Quarter Page	95mm	141mm

Design Service

If you wish for us to design your advert from artwork supplied please call the design department on +44 (0)1376 535 616 to discuss your requirements.

Getting Your Advert To Us

Ideally adverts will arrive as high-resolution print-ready PDFs / TIFFs / JPEGs. All artwork must be **NO LESS than 300dpi in CMYK**. For suitability of all other formats please call the design department on +44 (0)1376 535 616.

Please email artwork to artwork@giftfocus.com, alternatively send a CD-ROM including a colour print out by first class post to KD Media Publishing Ltd, Broseley House, Newlands Drive, Witham, Essex. CM8 2UL. We reserve the right to levy a £25 charge for any artwork not provided to specification.

If emailing large artwork please compress files using ZIP or STUFFIT.