



MEDIA INFORMATION: Gifts & Housewares



INSPIRE NEW BUSINESS

With a comprehensive but specific readership of owners and buyers from across the UK's leading gift and houseware retailers, Gifts & Housewares magazine is the perfect medium to showcase your products and services. The Gifts & Housewares team is dedicated to providing readers with an insightful information source, incorporating compelling lead stories on the latest developments and trends in the gift and houseware market with industry news and product showcases. Readers have the chance to find the brands and products they want by exploring new product launches, event specials and specific product features.

TARGET READERSHIP PROFILE

Gifts & Housewares is aimed at **every** independent and multiple retailer of giftware, housewares and cookware. Our *influential* readership of **active** buyers are at the forefront

of British retailing and are on the High Streets and shopping centres throughout the UK. Our readers are constantly looking for new product lines and rely Gifts & Housewares for the latest trends and product information.

49% GIFT RETAILERS
23% KITCHEN & HOUSEWARES RETAILERS
11% CHINA & GLASSWARE RETAILERS
8% DEPARTMENT STORES
6% MAIL ORDER COMPANIES
3% MANUFACTURERS AND WHOLESALEERS



GIFTS & HOUSEWARES MAGAZINE

Gifts & Housewares magazine enables you to get your products seen by the people that matter. The Gifts & Housewares team is committed to providing the market with the best publication possible in terms of design, content and market awareness. In such a fast-paced and constantly changing market, both advertisers and readers alike can rely on our experience and ability in matching our product to the needs of the marketplace.



DISPLAY ADVERTISING

Through cutting edge design, a fresh and informative editorial style, and concise product delivery, our comprehensive product galleries and news pages allow you to showcase your products to a captivated audience of key decision makers in the industry. Deliver your sales message through the pages of an industry favourite and reap the rewards of improved brand awareness and an expanding customer portfolio.

EDITORIAL FEATURES LIST

Every issue includes our regular features in addition to the product features in the issue dates listed below. Our regular features include Industry News, Diary Dates, Exhibition show guides and reviews, New Products, Interviews and much more.

■ Please send your general press releases to ghm@onecoms.co.uk, and feature specific (below) releases to donna@onecoms.co.uk

Winter

- Toys
- China & Ceramics & Glassware
- Home accessories

Spring

- Bath & Body
- Gadgets
- Greetings Cards, stationery & gift wrap

Summer

- Jewellery
- Kitchen & Cookware
- Tableware

Autumn

- Candles & Home Fragrance
- Baby Gifts
- Housewares

ADVERTISING RATES (EFFECTIVE AS OF 2011)

Display	1	3	6
Colour DPS	£1300	£1250	£1200
Full page colour	£750	£700	£650
Full page mono	£720	£670	£620
Half page colour	£450	£420	£390
Half page mono	£430	£400	£380
Quarter page	£290	£270	£250

Product placement (colour separation charge)

Picture and 50-200 word	£130
+ Logo	£30

Product showcase directory

Picture and 50-200 words (3 issue minimum)	£165
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Classified	1	3	6	12
Single colour centimeter	£15	£12	£10	£8

Web guide

6 Issues	£270	£45 Per Issue
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TERMS OF BUSINESS

All orders are strictly subject to **Media One Communications Limited** terms and conditions. A copy is available on request.

MECHANICAL DATA (mm) *Bleed* *Trim* *Type*

DPS	303x426	297x420	n/a
Full page	303x216	297x210	280x190
Half page (L)	n/a	n/a	130x190
Half page (P)	n/a	n/a	280x90
Quarter page	n/a	n/a	130x90

ARTWORK

Artwork should be supplied on a mac compatible CD as a postscript, *adobe acrobat* or *QuarkXPress* document with fonts and high resolution images supplied. A colour proof should also be supplied for our reference. Any extra work will be charged for at cost.

CANCELLATION POLICY

■ Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space.

■ A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement.

■ A series booking which attracted a series discount must run for a minimum of 50% of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.



With a range of publications focused on the retail sector, including Department Store Buyer magazine, the Department Store Yearbook, Garden & Hardware News, and a strengthening online presence, Media One Communications has a wealth of experience both in terms of publishing and the retail market. From yearbooks and magazines to online news sites, our evolution in the publishing sector has built a loyal customer base and a dedicated readership who return time and time again for knowledgeable, intelligent information, strengthening our stance in the sector.



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