

printed magazine circulation

installers & builders	7,549
fabricators	2,447
glazing contractors	2,038
glazing suppliers	1,186
unit manufacturers	681
glass merchants	320
shopfitters	172
local authorities	116
housing associations	86

and many more.....



total circulation 12,850

midland circulation 3,060

installers & builders	1,795
fabricators	578
glazing contractors	476
glazing suppliers	287
unit manufacturers	177
glass merchants	57
shopfitters	44
local authorities	22
housing associations	17

northern circulation 3,362

installers & builders	1,851
fabricators	701
glazing contractors	546
glazing suppliers	370
unit manufacturers	184
glass merchants	68
shopfitters	67
local authorities	31
housing associations	32

south east circulation 3,386

installers & builders	1,834
fabricators	635
glazing contractors	608
glazing suppliers	287
unit manufacturers	188
glass merchants	113
shopfitters	33
local authorities	38
housing associations	17

south west circulation 3,042

installers & builders	2,069
fabricators	533
glazing contractors	408
glazing suppliers	242
unit manufacturers	132
glass merchants	82
shopfitters	28
local authorities	25
housing associations	20

counties covered

midland vision

cambridgeshire,
derbyshire,
leicestershire, southern half of lincolnshire,
norfolk, northamptonshire, southern half of nottinghamshire,
shropshire, staffordshire,
warwickshire, worcestershire

northern vision

anglesey,
cheshire, conwy, cumbria,
denbighshire, durham,
flintshire,
gwynedd,
lancashire, northern half of lincolnshire,
northumberland, northern half of nottinghamshire,
yorkshire,
and scotland.

south east vision

bedfordshire, buckinghamshire,
hertfordshire,
essex,
greater london,
kent,
surrey east sussex, west sussex, suffolk

south west vision

channel isles, cornwall,
devon, dorset,
hampshire, herefordshire,
gloucester,
oxfordshire,
isles of scilly, somerset,
isle of wight, wiltshire,
and south wales

more exposure more leads



**no
bag**

The best kept open secret for being the most read magazine in the industry? Our magazines are delivered unwrapped. This often overlooked fact drastically increases readership. We don't create barriers.



**12,000+
circulation**

Delivered free to business owners, managing directors & key personnel, our database has grown organically over the last 26 years to put our advertisers in front of the right trade professionals. We also post our circulation online each month.



**pagination
by design**

Time is precious. The magazine's regional design, pagination and editorial distribution enables readers to see the whole magazine in one short break, giving your advert more exposure than any other industry magazine.



**regional
magazines**

We are the only industry magazine capable of regional advertising. The unique feature is ideal for small to medium businesses to concentrate their marketing in the areas they operate. Our four regional magazines also give national reach for larger businesses.

26 years and counting

magazine advertising



midland

northern

south east

south west

display rates

	full page	half page	quater page	double page spread
1 region	£400	£275	£160	£650
2 regions	£600	£455	£310	£950
3 regions	£800	£605	£425	£1,250
national	£995	£745	£480	£1,550

free artwork available
internal advert positions rotated every issue

editorial

we are always happy to run editorial text without charge, subject to space. all you need to do is email us the editorial of 100-300 words to press@visionpublications.co.uk by our deadline each month

to guarantee your editorial's placement in the magazine we make a small charge, as below. editorial will be featured in the selected regions of the next print issue, posted on visionpublications.co.uk, tweeted on twitter (4K followers) & posted on linkedin (7k followers)

rate

1 area	£50
2 areas	£90
3 areas	£127
national	£158



feature editorial

make your editorial stand out with a guaranteed half page coverage with upto 600 words, & larger sized photos and or logos

1 area	2 areas	3 areas	national
£95	£170	£239	£296

all prices exclude vat

email marketing circulation

national breakdown

6,370	fitters installers and builders
1,992	fabricators and manufacturers
1,088	trade supplier
567	unit manufacturers
162	glass merchants and processors,
107	local authorities and housing associations



**total number of unique
email addresses**

9,348

midland **2709**

fitters installers and builders	1579
fabricators and manufacturers	500
trade supplier	300
unit manufacturers	168
glass merchants and processors,	31
local authorities and housing associations	28

north **3145**

fitters installers and builders	1811
fabricators and manufacturers	620
trade supplier	351
unit manufacturers	154
glass merchants and processors,	41
local authorities and housing associations	29

east **2690**

fitters installers and builders	1572
fabricators and manufacturers	479
trade supplier	245
unit manufacturers	141
glass merchants and processors,	51
local authorities and housing associations	28

west **2271**

fitters installers and builders	1408
fabricators and manufacturers	393
trade supplier	192
unit manufacturers	104
glass merchants and processors,	39
local authorities and housing associations	22

email marketing

what is evision

evision is an email advertising solution. we will send your campaign to our unique email database of industry professionals and companies who we have carefully researched since we started trading back in 1995. our email database has and never will be sold or traded. we work hard to ensure it is constantly updated and cleansed so you can be assured of the best response.

how it works

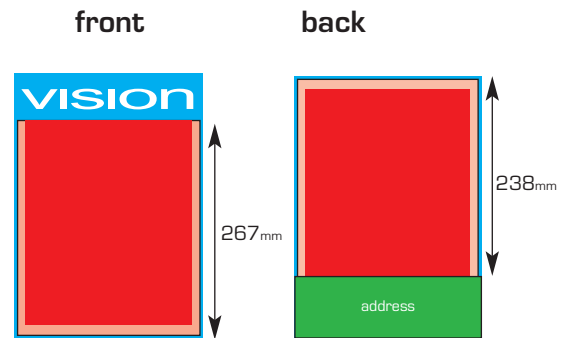
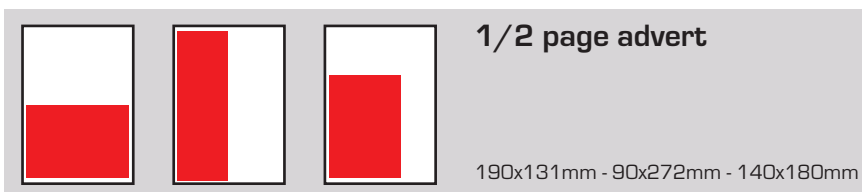
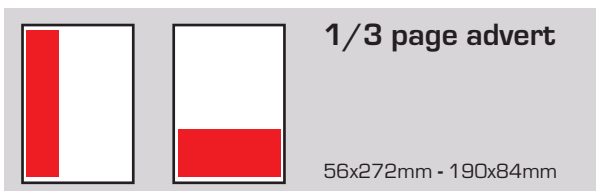
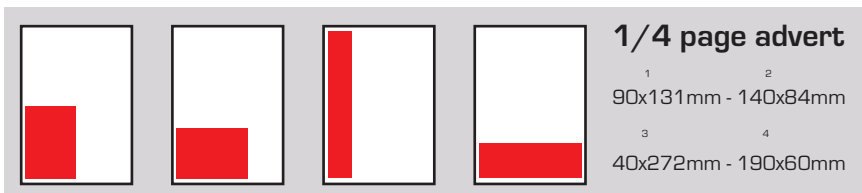
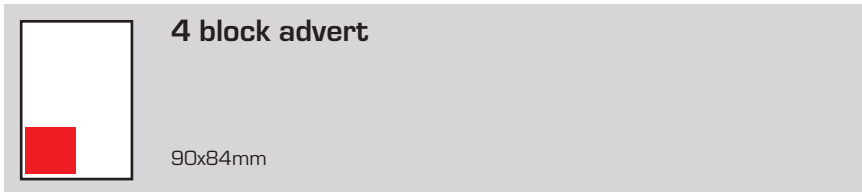
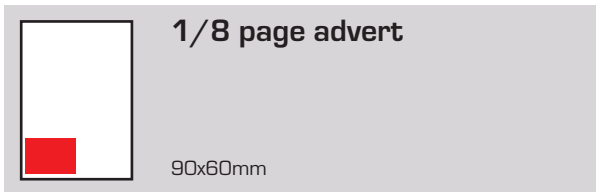
the email database is divided into the same 4 regions we send each of our regional magazines to, simply choose which region(s) of the uk you wish to target then how many times you want to send your eshots (amendments & changes to subsequent eshots are free of charge.) next let us know what email address you'd like the email to appear to come from, this must be a real address that replies can go to. finally submit your advert and we will build your email campaign ready to be sent by us at a time of your choosing. don't have an advert? we will design one at no extra charge.

rates

- 1 region £160
- 2 regions £310
- 3 regions £425
- 4 regions £480



mechanical data



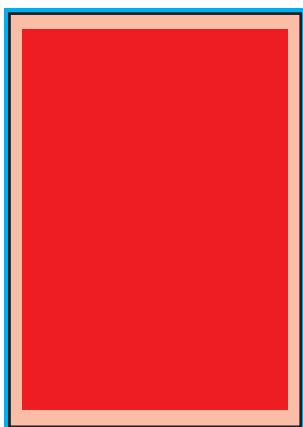
as full page except

front (advert size - 210x267mm)
back (advert size - 210x238mm)

important - all artwork

cmky @ 300 dpi

**all major file formats
accepted, if you are unsure
about anything on this page
call us, we're here to help!**



full page advert

210mm x 292mm (216x298mm with bleeds)

double page advert

420mm x 292mm (426x298mm with bleeds)



margin - 10 mm

you should avoid putting numbers, text,
logos etc.. in this area which is
measured in from the advert size



bleed - 3mm

any background images /
colours should extend this
amount out of the advert size

*subject to a 1% tolerance during print process

issue	deadline @5pm
february	21 jan
march	21 feb
april	21 mar
may	22 apr
june	23 may
july	21 jun
august	22 jul
september	19 aug
october	22 sep
november	21 oct
december	21 nov
january 2023	16 dec