

why advertise with vision?

VISION

getting you leads

publishing for 27 years under one name, it's been our business to get you business



our readers, your customers

our mailing list of business owners and directors reflects the industry. 70% installation, 20% manufacturing, 5% glass merchants/processors and 5% making up the rest of the supply chain



four regional titles

approximate how and where most installers fabricators work and trade - our readers benefit with content that is more relevant to them - our advertisers get more local business



engaging magazine size

visions regional titles result in magazines between 30-40 pages. this smaller page count is more appealing to busy readers. it also gives our advertisers more presence (eg. one advert in thirty versus one advert in 150) your brand will be seen and not missed by our readers



no barrier to vision

we've seen this in many an office - magazines piled up unopened and unread. there is no barrier to anyone reading vision as we don't use polybags. this open secret is one reason why vision is the most read magazine

**we're in business
to get you business**

printed magazine circulation
february 2024

- 8,039 installers & builders
- 3,049 manufacturers
- 1,309 suppliers
- 417 glass merchants & processors
- 593 igu manufacturers
- 171 local authority & housing associations
- and many more.....



total circulation 11,677

midland circulation
2,809

- installers & builders 1,861
- manufacturers 779
- suppliers 328
- glass merchants & processors 83
- igu manufacturers 164
- local authority & housing associations 34

northern circulation
3,067

- installers & builders 1,906
- manufacturers 936
- suppliers 412
- glass merchants & processors 106
- igu manufacturers 182
- local authority & housing associations 55

south east circulation
3,080

- installers & builders 2,121
- manufacturers 766
- suppliers 321
- glass merchants & processors 129
- igu manufacturers 155
- local authority & housing associations 44

south west circulation
2,721

- installers & builders 2,151
- manufacturers 568
- suppliers 248
- glass merchants & processors 99
- igu manufacturers 92
- local authority & housing associations 38

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

magazine advertising



midland

northern

south east

south west

display rates

	full page	half page	quarter 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
prices exclude vat

email marketing circulation

january 2024

national breakdown

- 5,959 fitters installers and builders
- 2,606 fabricators and manufacturers
- 1,301 trade supplier
- 465 unit manufacturers
- 643 glass merchants and processors,
- 96 local authorities and housing associations



total number of unique
email addresses

8,466

midland 2388	north 2476	east 2276	west 1955
fitters installers and builders 1524	fitters installers and builders 1525	fitters installers and builders 1536	fitters installers and builders 1374
fabricators and manufacturers 711	fabricators and manufacturers 775	fabricators and manufacturers 595	fabricators and manufacturers 525
trade supplier 364	trade supplier 383	trade supplier 305	trade supplier 249
unit manufacturers 142	unit manufacturers 124	unit manufacturers 109	unit manufacturers 90
glass merchants and processors, 189	glass merchants and processors, 171	glass merchants and processors, 156	glass merchants and processors, 127
local authorities and housing associations 26	local authorities and housing associations 23	local authorities and housing associations 27	local authorities and housing associations 20

email marketing

what is evision

evision is an email advertising solution. using 'your' email address, we will send your email, 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 you control 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

email marketing

spam and security

to help increase open rates and reduce spam we use mailchimp as our email service provider. before we can send your email we need to follow two simple security steps.

1) first we'll get mailchimp to send you a verification code that you need to forward to us. this will give us permission with mailchimp to 'use' your email address (e.g. email@mycompany.co.uk) as the sent from address.

2) so that these emails don't get marked as spam you'll need to add a couple of records to your website domain. these records say that mailchimp is authorised to send emails on your behalf

CNAME

k2._domainkey.mycompany.co.uk
dkim2.mcsv.net

CNAME

k3._domainkey.mycompany.co.uk
dkim3.mcsv.net

TXT

_dmarc
v=DMARC1; p=none;

if you dont have an i.t. department dont worry the above is very easy and we can help!

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

magazine directory

located at the back of each magazine we've made it simple for readers to find services & products in our a-z directory

with a free artwork service available we've made it simple and cost effect to have an all year presence in vision



display rates - 1 year

directory promoted on page 3 each month...

and every quarter with adverts & email makerting

	box	double box	triple box	quad box
1 region	£160	£320	£480	£640
2 regions	£320	£640	£960	£1,280
3 regions	£480	£960	£1,440	£1,920
national	£640	£1,280	£1,920	£2,560

*directory adverts prices are the total amount (ex vat) for one advert in 12 consecutive issues
box size 40mm x 35mm

magazine private sales

**unused
machinery
collecting
dust?**

**profile
from an old
supplier still
sitting on a
shelf?**

sell it with vision

just send us the make, model and condition and we'll do the rest

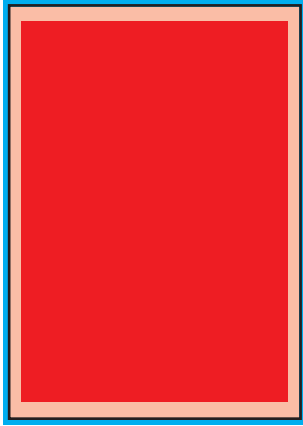
display rate

	1 region	2 regions	3 regions	national
sell it box	£60	£120	£180	£240

**private sales
page promoted
on page 3 each
month...**

*free artwork available prices exclude vat
box size 90mm x 60mm

mechanical data

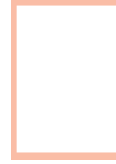


full page advert

210mm x 292mm (216x298mm with bleeds)

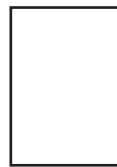
double page advert

420mm x 292mm (423x298mm with bleeds)

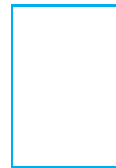


margin - 10 mm

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



advert size -
210mm x 292mm
this is the actual size of
advert*



bleed - 3mm

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

1/2 page advert

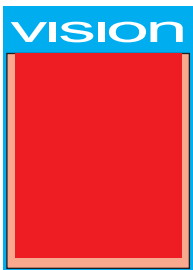
190x131mm - 90x272mm - 140x180mm

1/4 page advert

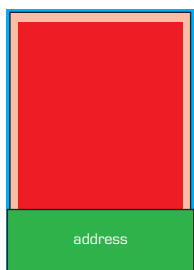
1 2
90x131mm - 140x84mm
3 4
40x272mm - 190x60mm

front

back



267mm



238mm

as full page except

front (advert size - 210x267mm)

back (advert size - 210x238mm)

important - all artwork

cmk @ 300 dpi

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

*subject to a 1% tolerance during print process

27 years and counting

