

Magazine

windows **active**

Delivering your message in print!

Windows Active is available as a monthly print magazine.

It targets 10,000 fabricators and installers in the UK.

The magazine covers everything involved in the manufacture and installation of doors, windows and conservatories.

It delivers all the latest news, product and features written by one of the industries most experienced editors.



Telephone 0870 766 8319 Jon Glenister
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Interactive

windows

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Delivering your message online!

The unique interactive version of windows active allows readers to view their A4 magazine in a web browser at www.windowsactive.com

The active version turns like a normal magazine and requires no downloading. Each month over 8,000 readers receive the magazine, which has its own unique content.

More news focused than the print magazine, the interactive version is packed full of industry essentials news and products.

All advertisements in the interactive version are created from standard print copy, and feature direct links to advertisers and websites.



Telephone Steve Gravestock on 0870 766 8419

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Regular items

Each month Windows Active looks at the latest news and views from the industry. It also includes a number of unique features such as Director of the Month, Fabricator Spotlight and promotional Campaign Focus as shown here.



'Keeping our promises and standards in a challenging market'

Windows Active has always prided itself on the superior quality of both its printed and interactive products. Investments in both editorial and sales staff has helped Windows Active guarantee its position as the leading business magazine for professionals involved in the installation and fabrication of windows, doors and conservatories.

With its exceptional high quality production values, Windows Active delivers in a number of key areas:

- Maintaining a 50/50 split of editorial and advertising pages
- High gloss covers and high quality internal paper quality
- Interactive edition created using unique and innovative software
- Dynamic circulation targeting the ever changing industry readership

In addition to the core production elements, Windows Active has maintained its industry presence with key appearances at exhibitions and sponsorship of industry awards.

Windows Active prides itself on its expertly selected editorial content. Editor John Cowie has worked in the windows, doors and conservatories sector for over 12 years and is able to draw on this experience to deliver readers informative articles, news and product information. Windows Active is a business magazine for industry professionals and thus also carries general business related features on topics such as human resources, business management and economic trends.

High UK Circulation

Windows Active boasts a high quality circulation targeting key personnel involved in the fabrication & installation of windows, glass, doors & conservatories.

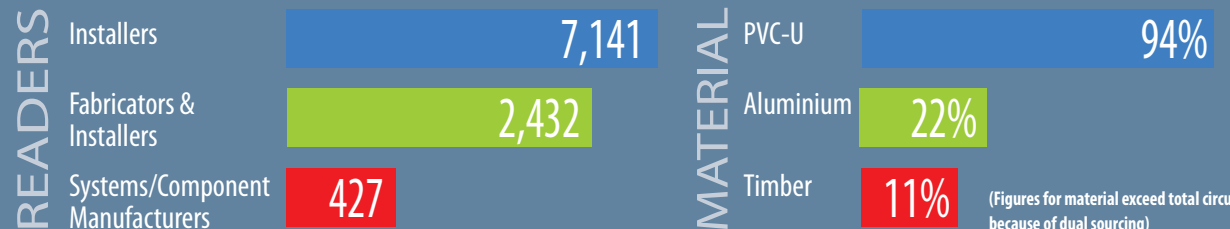
INTERACTIVE 8,133

PRINT 10,000

TOTAL 18,133

Circulation Profile

The print version of Windows Active targets 10,000 professionals involved in the installation and fabrication of doors, windows and conservatories.



Advertising Rates

MAGAZINE MEDIA RATES

Frequency	x1	x5	x10
Full Page	1170	1140	1090
Half Page	640	620	600
Quarter Page	370	355	335

INTERACTIVE MEDIA RATES

Frequency	x1	x5	x10
Full Page	700	630	595
Half Page	420	375	355
Quarter Page	290	260	245

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Windows Active Media Data

Mechanical Data

	Type Area*	Trim Size	Bleed Size
DPS*	277 x 400	297 x 420	303 x 426
A4 Page	277 x 190	297 x 210	303 x 216
Half (DPS)	124 x 380	146 x 420	149 x 426
Half (H)	124 x 190	134 x 210	150 x 216
Half (V)	277 x 86	297 x 96	303 x 99
Mini Page	190 x 127		
Quarter	124 x 86		
Quarter (H) Strip	60 x 178	82 X 210	85 X 216

*For gutter allowance please contact our production department. *For maximum type area on bleed adverts, please leave 5mm from the trim edges. Please supply files as 300+ dpi PDF format or Quark Express with fonts and images. If you require any more information please email: production@windowsactive.co.uk

Classified Rates

(Column with 42mm) 1 insertion - £25 per single column centimetre. Please call for a quotation.

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