

*drain*TRADER

Media Data 2017

Ask us about
**Drain-Ex
2017**

The Magazine for the Drainage Industry

IN PRINT, ONLINE, IN THE APP STORE!

Display advertising
Classifieds
Directory listing
Inserts & printing
Feature contribution
Extra content online



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Available on the iPhone
App Store

01242 576777 | info@draintraderltd.com | www.draintraderltd.com

Welcome

Drain Trader magazine has, for over 18 years, been 'The magazine for the drainage industry'; and remains the official magazine for and the voice of the UKSTT, NADC, NSA and SBWWI. It has established itself as a reliable source of information and is enjoyed by professionals with a variety of interests, nationally and internationally.

We have Regular Features on the following:-

- **Industry News**
- **Company Profiles**
- **Health & Safety**
- **Environment News**
- **Trenchless Technology**
- **Product News**
- **Special Works**
- **Water News**
- **Technical Features**
- **Classified Adverts**
- **Directory**

Drain Trader is the best way to reach companies and individuals from across the industry, and we can offer great rates and packages to all new advertisers. Please do not hesitate contact us to discuss your options and requirements.

We hope this media pack answers most of your questions, but if you have any further queries then please just ask.

Overview

Frequency:	Monthly.
Style:	Glossy magazine - Digital editions - App
Format:	A4, colour, print-based and digital magazine.
Circulation:	4000 - 4500 copies printed and mailed monthly, extra copies often available at relevant exhibitions, shows and open days.
Content:	Reader submitted editorial
Main Features:	Focussing on important issues effecting the industry. Written by Ian Clarke - ian@nodigmedia.co.uk
Advertising:	Full page (210mm x 297mm + 3mm bleed) Half Page (182mm x 128mm) Quarter page (88mm x 128mm)

Who's who?

Editor	Simon Beverley-Smith
Advertising/Design & Production	Simon Beverley-Smith
Accounts/Credit Control	Susann Kennard
Editorial	Anne Gardner
Database Administrator	Rebecca Davies

Vision statement

To produce an industry magazine that is different, informative, useful and innovative. One that can be serious, or entertaining and amusing, but that is always enjoyable to read. A title that involves it's readers and caters for their requirements effectively. A magazine that strives to raise industry standards and gives our readers an authoritative voice to make a difference where it really matters.

Editorial content

Special monthly in-depth feature as outlined in enclosed editorial schedule.

Regular monthly Features cover the following subjects:

- Industry News - News in Brief
- New Product News
- Water News
- Environment Issues
- Trenchless Technology
- Pipe Technology
- Drainage Issues
- CCTV
- HPWJ
- Health & Safety
- Sales & Marketing
- Training
- News from Overseas
- Company Profiles
- Special Works
- Classifieds
- Directory
- Reader's Letters

Drain Trader also includes a regular Newsletter for the UKSTT (UK Society for Trenchless Technology) and is the voice for the NSA (National Sewerage Association).

Features

Our main features are written by Ian Clarke of No Dig Media, an independent journalist with many years experience within the industry. If you feel you have anything to contribute to these features, then please contact Ian Clarke (ian@nodigmedia.co.uk) by around the 13th of the month prior to publication.

If you have any suggestions for topics that we could cover, please let us know.

January

Replacement Techniques

February

Tankers

March

HDD

April

Drain-EX

May

SUDS

June

Vacuum Excavation systems

July

Laterals - the key to successful sewerage?

August

Network Status Data management
- How efficient is yours?

September

Directional Drilling - its use for gravity and pressure systems

October

Drainage Vehicles - What they bring to the industry

November

Product Testing and Approval for quality control

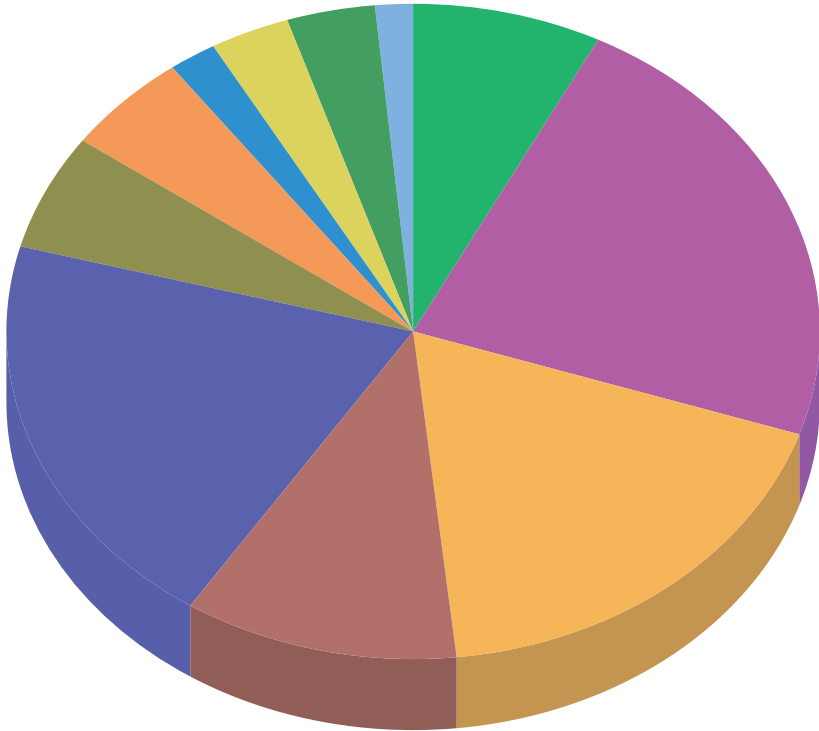
December

Training & certification - where to find what your company needs

Features are subject to change.

*drain*TRADER

Circulation



Equipment Manufacturers & Suppliers

Civil Engineers

Survey Companies

Drainage Contractors

Overseas

Franchise Operators

Water Authorities & Ancillary Services

Specialist Equipment Services

Land Agents

Local Authorities

Pollution Control Companies

Display advertising rates

Cost per issue, in full colour

	1 Month	3 Months	6 Months	12 Months
1/4 Page	£415	£365	£310	£260
1/2 Page	£710	£625	£555	£465
Full page	£1045	£935	£835	£730
DPS	£1525	£1395	£1255	£1040
Cover	£1045	£1045	N/A	N/A

Prices are per issue and plus VAT where applicable.

Deadline for submissions is typically around the 21st of the month prior to publication for print ready artwork, or the 16th of the month for design instruction.

Directory listing

For manufacturers, suppliers and service providers. List your business contact details under specific headings.

Only **£45 for 3 months** (+VAT)

or **£120 for 12 months** (+VAT)

NEW FOR 2017 Ask us about our new enhanced directory listing, and online business directory. Get on board.

Advert specifications

1/4 Page

88mm
x 128mm

1/2 Page

182mm x 128mm

Full Page (Placed)

182mm x 260mm

Full Page (A4)

210mm x 297mm

Plus 3mm 'all-round' bleed

We welcome the following formats:

PDF, JPEG, EPS, & TIFF. Images should be print quality (300dpi)

Classified adverts

Example Sizes

90mm x 40mm Cost per issue: £90.00 Mono £117.00 Colour	60mm x 60mm Cost per issue £90.00 Mono £117.00 Colour
120mm x 30mm Cost per issue: £90.00 Mono £117.00 Colour	
60mm x 30mm Cost per issue: £45.00 Mono £58.50 Colour	60mm x 40mm Cost per issue £60.00 Mono £78.00 Colour

Prices are per issue and plus VAT where applicable.

A surcharge of £10 is added for a Box Number.

Drain Trader offers a FREE Design & Production service for all adverts.

Different sizes available at the current classified advertisement rates:

£2.50 per sq.cm (Mono) and £3.25 per sq.cm (Colour)

Design

Looking for design?

We can do that as well. Our in-house design service is on hand to offer great advice as well as quality design at competitive prices. Just ask us for a free quote.



Printing & inserts

If you need to place inserts into Drain Trader Magazine, then let us help. We can offer the complete service, from design to print. We have an excellent relationship with our printers, which allows us to offer our customers the very best prices for printing and inserting leaflets, flyers & brochures etc.

Some of the more 'unusual' items may need to be hand inserted, so please give us a call if you would like to insert things like CDs / DVDs, or unusually shaped leaflets, as this may incur extra costs.

Printing costs (typical)

130 gsm Gloss Art Paper
PDF files supplied to our specification
4 colour print throughout
Trim to size

Quantity	A5 (2 sides)	A4 (2 sides)
4000 (min)	£350	£385
1000 run on	£15	£25

Insert costs

Our printers can hold on to your leaflets to be inserted into more than one issue of the magazine, keeping your printing costs to a minimum.

Weight	Price	Quantity
0 - 10 gms	£495	Up to 4500
11 - 20 gms	£655	Up to 4500
21 gms +	£P.O.A.	Up to 4500

For more information and to discuss your requirements,
contact us on **01242 576777**

drain TRADER

Write to us ..

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 @draintrader  drain-trader-magazine

Main Feature
Writer ..

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*Please only contact Ian Clarke with matters relating to the main feature.
All other enquiries relating to the magazine should come to us.*