

# *drain*TRADER

Media Data 2018

Ask us about  
**2018  
EVENTS**

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



GET IT ON  
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Available on the iPhone  
**App Store**

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## Welcome

Drain Trader magazine has, for **20 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 - <a href="mailto:ian@nodigmedia.co.uk">ian@nodigmedia.co.uk</a>
Advertising:	Full page (210mm x 297mm + 3mm bleed) Half Page (182mm x 128mm) Quarter page (88mm x 128mm)

## Who's who?

<b>Editor</b>	Simon Beverley-Smith
<b>Advertising/Design &amp; Production</b>	Simon Beverley-Smith
<b>Accounts/Credit Control</b>	Susann Kennard
<b>Editorial</b>	Anne Gardner
<b>Database Administrator</b>	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](mailto: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

Blockage issues

### February

Advanced Surveying Techniques

### March

IFAT 2018 Preview

### April

Waste water recycling

### May

Confined Spaces/Gas Detection  
Equipment

### June

Hire, Lease or Buy

### July

Jetting Options

### August

Insuring the clean and dirty water  
industries

### September

No-Dig Live 2018 Preview

### October

Health and Safety

### November

Rehabilitation materials

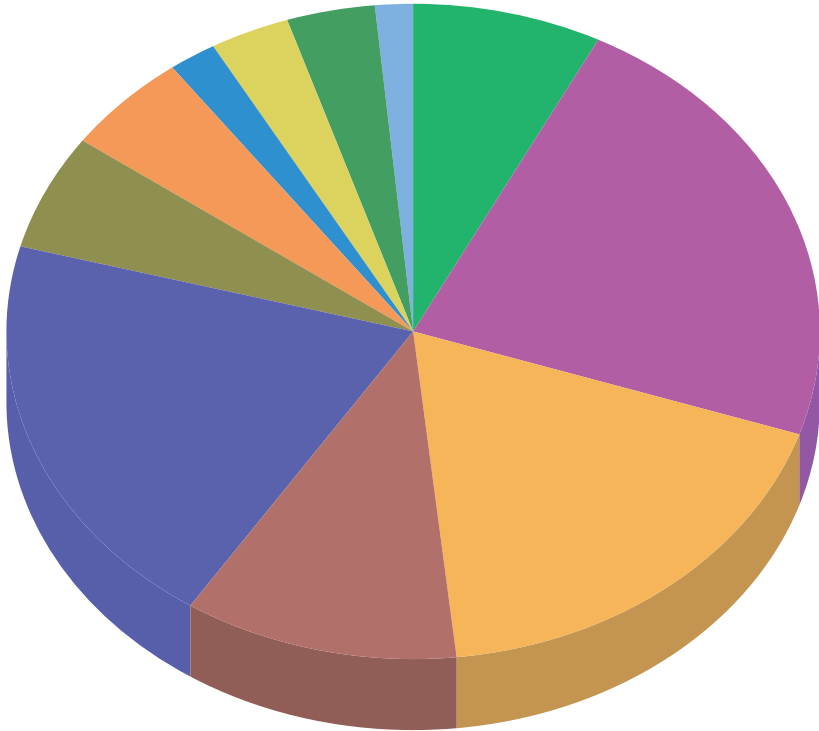
### December

Manholes, access chambers and  
support equipment and materials

*Features are subject to change.*

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## 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.

**NEW FOR 2018** Ask us about advertising within our new e-newsletters.

## 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 2018** 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)	£380	£425
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	£500	Up to 4500
11 - 20 gms	£670	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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Follow the  
banter..

 @draintrader  drain-trader-magazine

Main Feature  
Writer ..

**Ian Clarke**  
[ian@nodigmedia.co.uk](mailto:ian@nodigmedia.co.uk)

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