

SERVICE DEALER

THE VOICE OF THE INDUSTRY

2017 MEDIA PACK

www.servicedealer.co.uk

BI MONTHLY MAGAZINE

ABOUT

Service Dealer is the only industry magazine targeting dealers in the garden machinery, professional turfcare, farm machinery and outdoor power equipment industries. The magazine was founded by the Consultant Editor Chris Biddle in 1988, celebrated its 25th Anniversary in 2013 and is widely regarded as the Voice of the Industry.

Its target market are the UK sales and service dealers, both franchised, and independent, who are the focal point of call for homeowners, golf courses, sportsgrounds, farmers, landscapers, contractors and estate owners who own and operate machinery and equipment.



SERVICE DEALER
MAGAZINE CURRENTLY HAS
A QUALIFIED CIRCULATION
OF 3300

DATES

PUBLICATION AND COPY DEADLINES

January / February 2017

Ad copy date: 1st December 2016
Insert deadline: 11th December 2016
Publication date: 2nd January 2017

March / April 2017

Ad copy date: 1st February 2017
Insert deadline: 12th February 2017
Publication date: 1st March 2017

May / June 2017

Ad copy date: 5th April 2017
Insert deadline: 16th April 2017
Publication date: 1st May 2017

July / August 2017

Ad copy date: 8th June 2017
Insert deadline: 15th June 2017
Publication date: 2nd July 2017

September / October 2017

Ad copy date: 3rd August 2017
Insert deadline: 13th August 2017
Publication date: 3rd September 2017

November / December 2017

Ad copy date: 5th October 2017
Insert deadline: 15th October 2017
Publication date: 1st November 2017

CONTACTS

EDITORIAL STEVE GIBBS

07929 438213
steve@stevegibbs.co.uk

CONSULTING EDITOR CHRIS BIDDLE

07785 295625
chris.biddle@btinternet.com

FEATURES EDITOR MARTIN RICKATSON

jmr.agriculture@gmail.com

ADVERTISING SALES SUSAN PALLETT

07973 507174
susan@theadplain.com

Service Dealer is published on behalf of
Landpower Publications
The Ad Plain Ltd, Pipe House, Lupton Road,
Wallingford, Oxfordshire, OX10 9BS



**SERVICE
DEALER**
THE VOICE OF THE INDUSTRY

PROVIDING ADVERTISING OPPORTUNITIES WITH 3,300 CIRCULATION

MAGAZINE RATES

STANDARD POSITIONS

Double Page Spread.....	£2940
Full Page.....	£1645
Half Page.....	£1060
Quarter Page.....	£650

PREMIUM POSITIONS

Outside Back Cover.....	£2235
Inside Front Cover.....	£2000
Guaranteed Position.....	+10%

SERVICE DEALER

A premium advertising opportunity for key advertisers which encompasses advertising across all the Service Dealer platforms..... **£2250**

The Service Dealer Plus Package spans the life of each issue of Service Dealer magazine and includes:

- ✘ Full page display advert in one issue of the magazine
- ✘ Logo and link on the home page of Service Dealer website for two months
- ✘ Logo and link on the home page of the weekly Service Dealer Update for two months

LOOSE INSERTS

Outside magazine	£800
Inside non-guaranteed position	£1000

Insert rates under 15 gms (incl postage) £10 per gm over 15gms in total

VOLUME DISCOUNTS

3 insertions less **10%**
6 insertions less **20%**

All series advertisements booked must appear within the 12 month period of booking.

All rates are exclusive of VAT. Agency Commission at 10%

DISPLAY ADVERTISING

Mechanical Data

All copy should be supplied as PDF.

All files should be supplied as composite **CMYK at 300 dpi and must always have crop marks and bleed.**

SPECIFICATIONS

Single Page

Trim	210mm x 297mm
Bleed	5mm all around
Type area ...	180mm x 280mm

Half Page Horizontal

Type area ...	178mm x 125mm
---------------	---------------

Quarter Page

Type area ...	85mm x 125mm
---------------	--------------

Quarter Page Strip

Type area ...	178mm x 65mm
---------------	--------------

Double Page Spread

Trim	420mm x 297mm
Bleed	5mm all around
Type area ...	400mm x 280mm (+15mm Central Gutter)

These files should be supplied as single pages in PDF, not as spreads.


Failure to provide the correct files will result in additional production costs which will be charged to the advertiser. Please ensure all artwork/ad copy is supplied with crop marks and bleed.


WEEKLY UPDATE


SERVICE DEALER: A WEEKLY DIGITAL UPDATE, WHICH HAS PROVEN EXTREMELY POPULAR; RECORDING AN AVERAGE OPEN RATE PER ISSUE OF JUST OVER 50%.


WEEKLY UPDATE

PUBLISHED EVERY FRIDAY









TOMORROW'S WORLD TODAY

Future innovations for dealerships
by Service Dealer Editor, Steve Gibbs

Continuing to preview a major feature from the upcoming edition of Service Dealer magazine, could the cutting edge innovations we're seeing today be an indication of what to expect in dealerships of the future?

[Click here to read the Editor's Blog](#)

Like (0) | Comment (0)

NEWS


WALKER MOWERS UK LAUNCH

Staffing to commence with ASM & Country Manager appointments

Together with their Belgian distributor, Walker Mowers have announced the launch of Walker Mowers UK to handle all sales and service business for the UK market.

[Read more](#)

Like (5) | Comment (0)




KUBOTA APPOINT HIGHWOOD

As an agricultural dealer

Based in Dorset and Somerset, dealers Highwood have now taken on the Kubota agricultural range in addition to the groundcare franchise they already held.

[Read more](#)

Like (6) | Comment (0)




IMPACT OF BREXIT ON DEALERS TO BE ADDRESSED

By expert at Service Dealer Conference

Journalist and agricultural supply consultant, Cedric Porter, will address delegates at November's event at the Oxford Belfry Hotel.

[Read more](#)

Like (0) | Comment (0)




CHARTERHOUSE'S NEW SIGNING MAKES FIRST DEALER APPOINTMENT


Charles Groundcare responsible for Shropshire region


Recently appointed Central Area Territory Manager for Charterhouse Turf Machinery, Richard Lucas, has made his first new dealer appointment.


[Read more](#)





PARTNERS
































The weekly update is delivered free of charge to over 3,700 subscribers in the industry, every Friday at noon.

WEEKLY UPDATE RATES

SPONSORED TOP BANNER

£395 per issue

Includes banner/logo click-able to your website
(475x61px, 72 DPI, RGB - Jpeg)



SERVICE DEALER NOW ON MOBILE

Service Dealer Weekly Update is now available to view straight from your smartphone or tablet

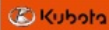
BRANDING LOGO/LINKS

£45 per issue

Includes banner/logo click-able to your website.
(135px wide, 72DPI, RGB - Jpeg)



Tough times need a new understanding of efficiency.



Find out more >

JOBS



SIMS GARDEN MACHINERY

Sales Assistant

Successful garden & groundcare machinery dealer, operating out of purpose-built premises in Stratford-upon-Avon, Warwickshire, is looking for a Sales Assistant.

[Find out more](#)

Like (0) | Comment (0)



PSD GROUNDSCARE

Area Sales Manager – South East

PSD Groundscare, a leading supplier of groundscare machinery to a national dealer network, are looking at recruiting an experienced area sales manager / demonstrator covering the eastern dealers to develop both new and existing business.

[Find out more](#)

Like (0) | Comment (0)

Sponsored Product Announcements



HUSQVARNA FLEET SERVICES: MAKE DECISIONS BASED ON FACTS - NOT ESTIMATES

If your equipment could talk, what would it tell you?

Husqvarna Fleet Services gives business owners the status of their machines at their fingertips all year round.

[Find out more](#)

Like (1) | Comment (0)

Events

LATEST SHOWS & EXHIBITIONS

Sponsored by STIHL GB



Like (0) | Comment (0)



SUPPORTING THE 2017 SERVICE DEALER CONFERENCE & AWARDS

Thanks to our sponsors

The following companies are kindly sponsoring the 2017 Service Dealer Conference & Awards which takes place at the Oxford Belfry Hotel on Thursday November 16th



SPONSORED MIDDLE BANNER

£300 per issue

Includes a logo and brief description (475px x 61px, 72 DPI - RGB - Jpeg)

JOB SECTION: RECRUITMENT ADVERTISING

£90 per issue

Includes a logo and brief description of vacancy on Home page. This links to back page with full details, web/email link. Vacancy also posted on Service Dealer website.

ADVERTISE IN THE ONLY MAGAZINE FOR UK SERVICE DEALERS

SPONSORED PRODUCT ANNOUNCEMENT

£175 per issue

Product information or launches. Includes image and brief description on Home page, linking to back page. With up to 350 words, logo, contact details, web/email links, images and/or video content.

EVENTS: SPONSORED ANNOUNCEMENT

£175 per issue

Event launch and updates. Includes image and brief description on Home page, linking to back page. With up to 350 words, logo, contact details, web/email links, images and/or video content.

SPONSORED BOTTOM BANNER

£260 per issue

Includes banner/logo click-able to your website. (475x61px, 72 DPI, RGB - Jpeg)