

# SERVICE DEALER

THE VOICE OF THE INDUSTRY

## 2017 MEDIA PACK

[www.servicedealer.co.uk](http://www.servicedealer.co.uk)

## BI MONTHLY MAGAZINE

### ABOUT

**S**ervice 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: 9th December 2016  
Publication date 2nd January 2017

##### March / April 2017

Ad copy date: 1st February 2017  
Insert deadline: 10th February 2017  
Publication date: 1st March 2017

##### May / June 2017

Ad copy date: 5th April 2017  
Insert deadline: 14th April 2017  
Publication date: 1st May 2017

##### July / August 2017

Ad copy date: 7th June 2017  
Insert deadline: 15th June 2017  
Publication date: 3rd July 2017

##### September / October 2017

Ad copy date: 3rd August 2017  
Insert deadline: 11th August 2017  
Publication date: 1st September 2017

##### November / December 2017

Ad copy date: 5th October 2017  
Insert deadline: 13th October 2017  
Publication date: 12th October 2017

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# WEEKLY UPDATE

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

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

## VOLUME DISCOUNTS

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

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

## SPONSOR TOP BANNER

**£395 per issue**

Includes banner/logo click-able to your website  
(300x105px, 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

## SPONSORED 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.

## BRANDING LOGO/LINKS

**£45 per issue**

Includes banner/logo click-able to your website.  
(126x84px, 72DPI, RGB - Jpeg)

## 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.

## SPONSOR BOTTOM BANNER

**£260 per issue**

Includes banner/logo click-able to your website.  
(300x105px, 72 DPI, RGB - Jpeg)

# RATES



## STANDARD POSITIONS

Double Page Spread.....	<b>£2940</b>
Full Page.....	<b>£1645</b>
Half Page.....	<b>£1060</b>
Quarter Page.....	<b>£650</b>

## PREMIUM POSITIONS

Outside Back Cover.....	<b>£2235</b>
Inside Front Cover.....	<b>£2000</b>
Guaranteed Position.....	<b>+10%</b>

## WEEKLY E-NEWSLETTER

All advertising in the Service Dealer weekly update include links to website, e-mail addresses, logos, images. video is Included in Sponsored Announcement

Sponsors Banner .....	<b>£395 per issue</b>
Sponsored Product Announcement .....	<b>£175 per issue</b>
Recruitment Advertising .....	<b>£90 per issue</b>

## SERVICE DEALER PLUS PACKAGE

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	<b>£800</b>
Inside non-guaranteed position	<b>£1000</b>

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
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### Half Page Vertical

Type area ...	78mm x 289mm
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### Quarter Page

Type area ...	85mm x 125mm
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### Quarter Page Strip

Type area ...	178mm x 65mm
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### 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.



SERVICE DEALER  
MAGAZINE IS  
PUBLISHED  
DURING THE FIRST  
WEEK OF THE  
COVER DATE.  
**BIMONTHLY**



## FEATURES

### JANUARY / FEBRUARY 2017

- Service Dealer Conference & Awards Report
- Saltex Review
- BTME Preview
- LAMMA Preview

### MARCH / APRIL 2017

- BTME Review
- LAMMA Review
- Compact tractors

### MAY / JUNE 2017

- Cordless product update

### JULY / AUG 2017

- ATV market

### SEPT / OCT 2017

- Glee Preview
- Forestry Machinery

### NOV / DEC 2017

- Saltex Preview

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## REGULAR FEATURES

### INDUSTRY NEWS

Round-up of news and happenings throughout the trade

### FACE-TO-FACE

The big interview with leading industry figures

### BUSINESS MONITOR

Taking the 'temperature' of the dealer network every issue

### TRAINING AND EDUCATION

Focus on industry training and career development issues

### DEALER FOCUS

Spotlight on Award-winning dealers with the secrets of their success

### NEW PRODUCTS

Review of the recently launched products across the sectors

### JIM GREEN

A view from the edge by our long-serving industry commentator

### EVENTS

What's happening in the industry

## Service Dealer Conference & Awards

16th November,  
Belfry Oxfordshire

- One-day Conference & Awards, exclusively planned for Dealers with Industry input & support. Attended by a select group of Service Dealers.
- Highly interactive format: Key Note address, panel debates & networking plus Q&A with audience.
- Conference, Dinner & Awards: The opportunity to brand and network.



For dealer delegate conference & awards tickets: Please email [teresa@theadplain.com](mailto:teresa@theadplain.com) or Phone **01491 837 117**

For sponsorship enquiries: Please email [julie@theadplain.com](mailto:julie@theadplain.com) or Phone **01491 837 117**



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