



# Media Pack 2010

## The Reader

The nation's 36,000 plus high street digital printers are working in the Instant Print frontline of the greater Printers and Lithographers Industry. His particular needs are overwhelmed ten fold by 'offset' print industry media where he is perceived as a small cog in a large wheel. Time is his greatest enemy and there is a requirement to yet vital Copy Shop focused news from the irrelevant big printers suppliers and to produce blinkered vision Copy Shop and Digital Print Shop magazines dedicated to the instant print for pay market.

He/She is dealing with customers who require:

- Design, Artwork and Print Production Services
- Digital Printing and Colour Copying
- Short run colour digital prints direct from e-mail / disk
- Black and White Copying / Printing
- Multi-original copying and collation on various volume scales
- Short run promotional posters
- Variable database mailing
- Paper and stationery
- 'One off' colour proofs
- 'One off' T-Shirts

PLUS many other areas where he/she is providing a service for end users.

He/She requires:

- New Products and Developments
- Digital Printing Systems
- Digital Proofing and Workflow Systems
- Mac and PC Systems and Software
- Rip Systems
- Large Format Printing
- Large Format Finishing Solutions
- Finishing Products and Supplies
- Computer Peripherals
- Data Storage
- Web Sites and E-mail
- ISDN, ADSL and Connectivity
- Finance
- Insurance
- Marketing Strategies
- Training and Recruitment
- Paper Supplies
- Toner Supplies
- Account Systems
- Promotional Marketing Personalised Items
- Off-site Trade Printing

Do we have to list more... stay one step ahead!



## The Supplier

Historically it was difficult to promote Digital Print and Copy Shop products to a defined market without suppliers budget sponsoring a greater readership of disinterested large conventional off-street printers. In short you had as much chance of selling digital printers, transfer paper and laminating pouches to a conventional printer, as selling a drum scanner, lithographic four-colour printing press and fork lift truck to Quick Copy in Cardiff. This 'horses for courses' attitude to marketing will still overlap in some areas when selling to a larger segment of the whole print industry, in this case several publications will be required for overall coverage.

In our eleventh year CSN & DPS has its own niche on the instant part of printing. We are a high street printer reporting to our fellow 36,000 plus CSMA (Copy Shop Members Associates) who serve six-million customers from our 6,600

frontline printrooms.

Each month CSN & DPS covers a selection of editorial items on manufacturers (where we explore the products on offer), finishing products, pre-press, business digest (to keep you up to date with government information, tax, employment and hints & tips etc.), finance, paper products, printer panorama, fast moving stationery, print on demand (PoD) and of course a whole host of news, recent developments, new products and a new profit centre.

If you have information of value to the print for pay industry, or a product for our demonstration suite, please send your press releases and photo material to:

CSN, Colourfast Group Ltd., 36 Cheltenham Place, Brighton, BN1 4AB.  
Telephone: 01273 674321 Facsimile: 01273 609135.  
E-mail: info@copyshopnews.co.uk or info@dpsnews.co.uk

# Mechanical data and rate information

Introducing Copy Shop News and Digital Print Shop News, the UK's leading Copy Centre Trade and Industry magazines, distributed every month directly to 6,600, and rising, dedicated digital print and copy trade, industry and associated personnel. Think about how many people per copy shop and print room are reading the informative and entertaining format CSN/DPS and then estimate the actual READERSHIP - We would guess at an average of 7 readers per copy, giving the readership of somewhere OVER 36,000 DEDICATED TRADE AND INDUSTRY PERSONNEL. Phone Peter Foulkes on 01273 674321 for news of our new series rate discount structure.

### Display Advertising Rates

	Full Colour
Full Page	£1500
Half Page Vertical / Horizontal	£800
Quarter Page Vertical / Horizontal	£500
Eighth Page Horizontal Only	£300
Sixteenth Page Vertical Only	£200
Front Cover	£1900
Inside Front Cover	£1700
Outside Back Cover	£1700
Inside Back Cover	£1600
Inserts (Leaflets supplied to us)**	£500

Our annual Year Planner / Holiday Chart is distributed with the December Issue and is displayed all year round on the walls of all the copy bureaux on our mailing database. Includes useful, quick reference, guides. Print run of the A1 2011 Year Planner will be in excess of 6,600.

### 2011 Full Colour A1 Year Planner / Holiday Chart

Background Tint	£1,250
15mm thick Border	£1,150
1 Border Box Space (56mm x 56mm)	£400
2 Border Box Spaces	£500
3 Border Box Spaces	£600
4 Border Box Spaces	£700
1 Day Space	£75
2 Day Spaces	£100
3 Day Spaces	£125
Each extra day space thereafter	£25

All rates effective from 1st January 2010. To submit artwork see Mechanical Data below. For advert artwork make-up see the 'Advert Artwork Assistance' section below.

\*Special pricing of 12 month tailor-made advertising campaign consisting of various sized adverts, full press release editorial support, Year Planner Advert and Company Profile editorial; which includes one full colour double page spread.

\*\* Leaflet insertion based on 5,700 A4 80gsm weight.

### find-a-SUPPLIER & find-a-PRODUCT Listing

Find-A-Supplier entry £115 per annum to include up to 4 Find-A-Product entries as a cross reference. Additional Find-A-Product entries £15 each per annum.

### ADVERT ARTWORK ASSISTANCE

For a free quotation and advice please call the CSN Design and Production Department on 01273 674321. Artwork, design and copywriting is charged at £45.00 per hour. Thereafter advert maintenance (includes text and colour changes only) is free of charge.

### MECHANICAL DATA

Trim Sizes: Full Page A4 210mm x 297mm. Supplied with 3mm Bleed around all edges (Bleed area 216mm x 303mm). Other advert sizes: 1/2V 90mm x 273mm, 1/2H 190mm x 130mm, 1/4V 90mm x 130mm, 1/4H 190mm x 61.5mm, 1/8H 90mm x 61.5mm, 1/16V 40mm x 61.5mm.

Supplying artwork: Print Resolution PDF Files, Quark XPress, InDesign, Illustrator, Photoshop. CMYK Full Colour Process.

### CASE STUDIES

Price on application.

### DATABASE RENTAL

Price on application.

### CSN LIVE WEBSITE ADVERTISING

Sponsor Panel, Home Page and every page £115 per month or £1200 per annum.

Web copy: GIF 138 x 138pixels / Jpeg 80 x 60 pixels

### Conditions of Acceptance:

1. All Advertisers are subject to the approval of the Publishers, who reserve the right to amend, refuse, withdraw or otherwise deal with all copy submitted to them.
2. The Advertiser must warrant that the advertisement does not contravene any provisions of the Trade Descriptions Act 1968.
3. While every care is taken, the Publishers will not be liable for any loss occasioned by the failure of any advertisement to appear, nor do they accept responsibility for printing errors. Artwork and/or Colour Transparencies etc, are held at Owner's Risk and should be insured by them against loss or damage.

4. Cancellations or transfer of an order must be given in writing two weeks prior to publication date of the advertorial or advertisement.
5. Every effort will be made to meet the expressed wishes of advertisers regarding specified positions, but no guarantee can be given and all orders are accepted on this condition.
6. If we are creating the advert all copy must be supplied by e-mail and received at least one week preceding copy deadline or the Publishers cannot guarantee to supply proofs in return. If this is not adhered to we will assume that the artwork is correct for publication.
7. Advertisers will be charged for any supplementary process costs incurred on advertisements.
8. All artwork and setting produced by the publishers remains their copyright until paid for in full.

If you would like more information about CSN or DPS and what they can do for you please fill in your details and either post or fax back to us:

Name:   
 Company Name:   
 Address:   
 County:  Postcode:   
 Telephone Number:   
 Facsimile Number:   
 E-mail:

What are you interested in:(please tick)  
 Advertising  Advertorials  Company Profile   
 Features  Product appraisals  Leaflet Inserts

Please copy and send via Fax on 01273 609135 or by post to:

Editorial Dept., CSN & DPS, Colourfast Group Ltd.,  
 36 Cheltenham Place, Brighton, BN1 4AB

### BOOKING FORM

SIZE:  COLOUR:   
 PRICE:  NO. OF INSERTIONS:   
 INSTRUCTION:  COPY/AGENCY DETAILS:   
 NAME:  COMPANY:   
 SIGNATURE:  CONTACT PHONE NO.: