



# pages

PRINTED & PIXELS

THE ASSOCIATION OF PRINT & CREATIVE  
MANAGERS IN EDUCATION MAGAZINE

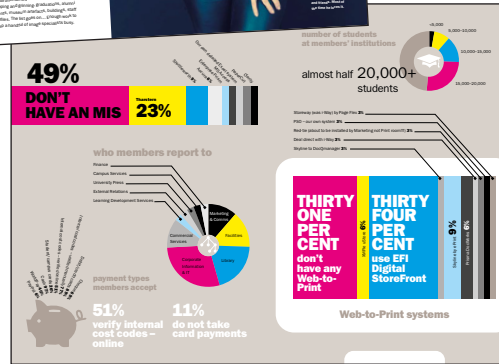
## *Media* **PACK**

- Gain targeted brand exposure
- Increase your HE sales
- Drive online traffic

DELIVERED TO **OVER 1,200** HIGHER EDUCATION  
PRINT & CREATIVE PROFESSIONALS ACROSS THE UK  
IN PRINTED AND DIGITAL FORMATS

ABOUT OUR MAGAZINE

# pages



Spreads and cover from Issue One

**Pages is APME's exciting flagship magazine**

*Pages reflects the varied interests and activities of Higher Education creative & print professionals. It combines in-depth, feature-led content, with a unique platform for your company to raise its profile in the increasingly competitive and fast-changing HE market.*

Circulated twice a year, in Summer (after APME Annual Conference) and early in the New Year, **Pages** reaches both HE managers who are responsible for purchasing, budgets and recruitment, as well their creative & print teams who want better tools and your latest innovations.

Each edition is printed in full-colour and distributed to a keen audience of 1,200 UK HE design and print staff.

Each edition contains APME highlights and articles about APME members' units – discussing topical issues such as their equipment and future plans. There are event listings – such as factory tours – and much more....

**People build brands – give our network a reason to talk about you**

**Pages offers the largest and most comprehensive coverage of UK HE in-house design studios and print units**

## Rate card

Advert size	Dimensions	1x rate First edition
Back cover	170 x 245mm portrait	£1,500
Inside front cover	170 x 245mm portrait	£1,300
Inside back cover	170 x 245mm portrait	£1,200
Full page	170 x 245mm portrait	£1,000
Double page spread	340 x 245mm landscape	£1,800
1/2 page landscape	146 x 109mm landscape	£600
1/4 page portrait	71.5 x 109mm portrait	£400

## Mechanical data

### Digital files only

Press-ready CMYK PDFs only. RGB files are not acceptable and we will ask you to resupply copy.

Please note that live matter should be at least 5–7mm from trimmed edges.

Trapping is the responsibility of the client – please check with your designer.

Logos, pics and illustrations for advertorials MUST be saved as EPS, TIFF or JPEG with a resolution of 300 dpi.

### Full page

170x245mm portrait  
Allow 3mm bleed beyond all trim.  
Artwork 176 x 251mm

### 1/4 page

71.5 x 109mm portrait

### 1/2 page

146 x 109mm landscape

## Publication deadlines

WINTER 2017

**Booking deadline: Fri 9 Nov 2016**

Artwork deadline: Friday 23 Nov 2016

Publishing date: Monday 30 Jan 2017

**Ensure our readers are best informed about your hottest products and your latest news...**

**– your competitors will be advertising**

# We can design advertorials

Want to tell a story to show **thought leadership** or run a **case study** rather than place one of your standard product adverts/shots?

Talk to Darren: 07872 417028 about having sponsored editorial spreads designed.

# The small print

Ads smaller than full page may be grouped on a page.

We reserve the right to reject any ads we deem inappropriate.

All material supplied must be copyright free or copyright held by the advertisers.

## PAYMENT

Advertisers need to raise a purchase order and with completed booking form send to:

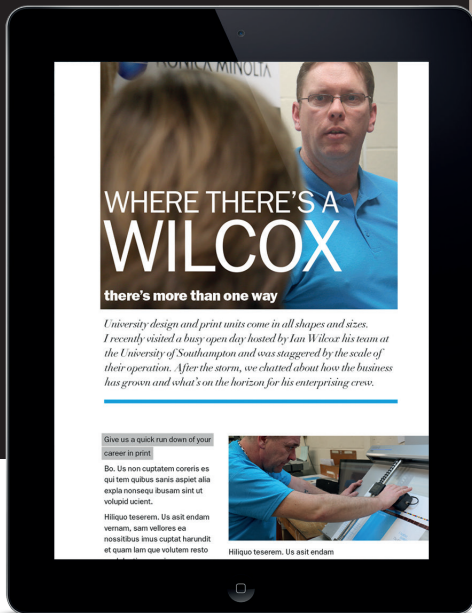
Roy Stares, APME Administrator, The White House  
18 Willenhall Close, Luton LU3 3XX

adminapme@virginmedia.com

Bank transfers to HSBC Bank:

A/C Name: APME | Sort Code: 40-25-19 | A/c No. 71489852

# Ensure it's your advert we're all talking about



Indicative spreads

**Pages** will be mailed hard-copy and circulated as *Digital Pages*

# Get in touch

To discuss your opportunities call:  
**Darren Lewis**  
Communications Officer  
**07872 417028**  
apmecoms@gmail.com