



# TREND

MEDIA KIT • 2016

## WHY TREND MAGAZINE?

*Confident, assertive and discerning, Trend Magazine is the only local guide to a modern life in Aberdeen City and Shire.*



## About Trend

Trend is a free, full colour, bi-monthly publication printed on premium glossy stock. Aimed at professional men and women who enjoy the finer things in life.

Each issue features an eclectic mix of articles and reviews from local and surrounding businesses, and people in and around Aberdeen city and shire. Over 20,000 copies are distributed bi-monthly to over 650 venues in the North-east of Scotland. Lifestyle content for men and women including, fashion, health, beauty, food and drink, interiors, travel, culture and kids.

Trend has been the only local guide to a modern life in Aberdeen city and shire for over seven successful years, and continues to develop and grow as a publication and body of work, most recently with the reveal of the new cover/content style (October 2014) and redeveloped website (November 2014).

Trend also features a number of news bites in each issue in the 'In Brief' section. Have some news about your business? Share it with Trend, and we'll print the best submissions free of charge! Trend also works with a number of charities providing free space included in the 'Trend Supports' section. Encourage sales and interest in your business with an exclusive offer for Trend readers on our 'Reader Offers' page. Current/Past advertisers are given first submissions for the exclusive collection of deals in each issue for free!

<b>Target Market:</b>	Urban professionals with a high disposable income.
<b>Reader Profile:</b>	Men/Women, aged 25 - 55
<b>Social Group:</b>	ABC1 Male & Female
<b>Print Run:</b>	20,000 per issue
<b>Readership:</b>	> 60,000 per issue
<b>Frequency:</b>	Bi Monthly
<b>Areas:</b>	North-east of Scotland, Aberdeen City and Shire



## TREND

**Trend Productions Ltd.**

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+44 (0) 1224 596223

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

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## What our clients have to say...

We at Finnies the Jewellers have been pleased to advertise in 'Trend' since its inception. Locally owned and managed, it is truly unique to the North-east of Scotland and worthy of our ongoing support. Its local content is bright, on the pulse and refreshing and provides a great platform for the Life With Style Awards each Summer which is a highlight in Aberdeen's social calendar. Like the magazine it's too good to miss!

**Matthew Finnie, Director, Finnies The Jewellers**



I never have any hesitation in recommending that my clients advertise in Trend magazine as it is an extremely well produced publication, which is highly thought of by its ever-increasing readership, due to its vibrant mix of lifestyle led content.

**Laura Hall, The Marketing Mix (Represents Anderson Anderson + Brown)**



Here at Treehouse we have been on a long journey with Trend. Having advertised in their gorgeous glossy from the start, we have seen our business grow and change significantly with Trend always there in the background mapping that path...Not only is it always a beautiful magazine, and an interesting and informative read, it also reaches the perfect demographic for our businesses here in the North-east.

**Suzanne Gardiner, Owner, Treehouse Midmar**



## Publishing Schedule

	Copy Deadline	Estimated Distribution (w/c)
February/March 16	Mon 11 January	Mon 1 February
April/May 16	Fri 11 March	Mon 1 April
June/July 16	Mon 13 May	Mon 3 June
August/September 16	Fri 13 July	Mon 1 August
October/November 16*	Fri 13 September	Mon 3 October
December 16/January 17	Fri 11 November	Fri 2 December

\*Trend's annual anniversary issue, We recommend this issue for any advertising relevant to Christmas to get a full two months exposure.

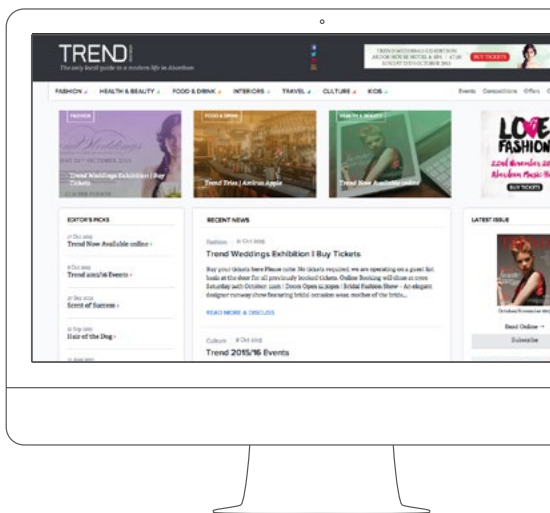
## Trend Online

Populated daily with magazine content, unique online content, competitions and offers.

Ability to purchase tickets for Trend events online, and publicise other events through an online calendar.

### Average Monthly Traffic:

Page Views	50,000
Unique Visits	39,000
% Sessions	27% Returning 73% New
Competition Entries	12,000
Events	4,000



## Trend Social

Trend has an online presence on several major social media outlets with an expanding following on each.

All clients featured in the magazine and online are pushed through our social media channels for maximum exposure. Our accounts are proving a popular place to promote your competition, offer or event.



Facebook  
9,000 +



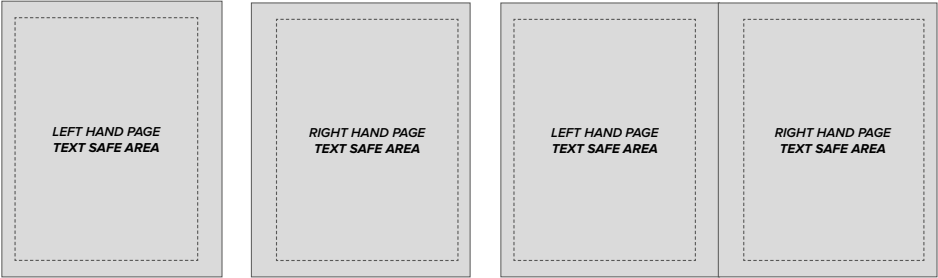
Twitter  
5,000 +



Instagram  
1,300 +



## Full Bleed Artwork



### Full Page

165mm (w) x 210mm (h)  
3mm bleed required

### Safe Text Area

140.5mm (w) x 194mm (h)  
(Please keep all text at least  
16.5mm from the inner edge)

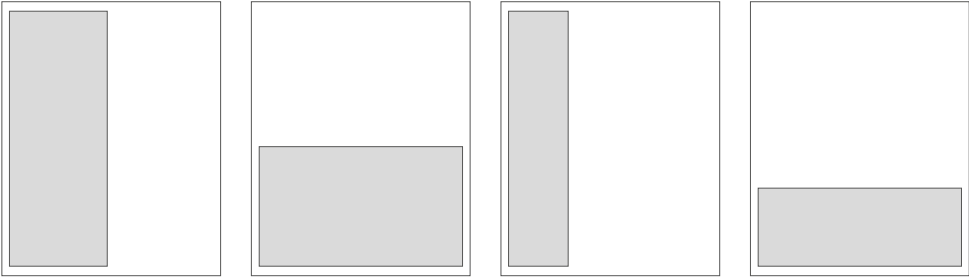
### Double Page Spread

330mm (w) x 210mm (h)  
3mm bleed required

### Safe Text Area

314mm (w) x 194mm (h)  
(Please keep all text at least  
16.5mm from the inner edge)

## Alternative sizes



### Half Page (Portrait)

68mm (w) x 194mm (h)

### Half Page (Landscape)

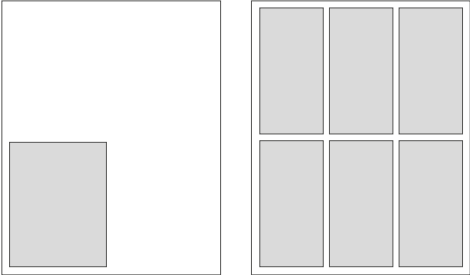
140.5mm (w) x 94.5mm (h)

### Third Page (Portrait)

44mm (w) x 194mm (h)

### Third Page (Landscape)

140.5mm (w) x 61.5mm (h)



### Quarter Page

68mm (w) x 94.5mm (h)

### Offer

Maximum of 6.

### \*New dimensions from December 2015

Due to additional pages added to the magazine we have had to alter our margin and display artwork sizes to suit the gutter when bounding the magazines.

To avoid the risk of over trimming of the magazine we recommend a text safe area for all full bleed artwork (full page, double page spread). Refer to the specific artwork size above for text safe area specification.

## Format & Resolution

Please supply any display artwork exported as:

- **PDF, TIFF or JPG**
- **CMYK Colour Mode**
- **300 DPI Print Resolution**

Preferred solid black (As recommended by our printer) **C 40, M 40, Y 0, K 100**

\* Please follow our recommended margin guidelines when including text in your display advert. See opposite page.

Any artwork and editorial content should be supplied via email or online sharing service to:

- **ryan@trendmagazine.co.uk** or **clare@trendmagazine.co.uk**

PDF files are preferred to avoid any colour issues before printing. Please note that text must be converted to outlines for all .PDF artwork. The following formats are **not accepted: .bmp, .png, .gif, .pub and .doc**, artwork supplied not matching specifications will be returned for correction, or amended by Trend Productions Ltd (at a charge).

## Editorial

### Advertorials

An advertorial enables you to promote a specific product or service within your business as part of your advertising agreement. The advertorial will be written by our writers, and will not be published without your final approval. Images can be supplied by your company, or taken by our photography team.

### In Brief

Our In Brief section highlights the latest news and upcoming events in the next two months each issue. Have something to shout about? Send us approx 80 words and we'll feature our favourites for free! Send your copy and images to **clare@trendmagazine.co.uk** for consideration.

## Artwork Design

**Trend Creative** offer a design service for artwork required by the client. Charges for artwork created by our in-house design team are subject to sizing and requirements of the advert.

Please call +44 (0) 1224 596223 to discuss your requirements with a designer, where a quote can be arranged. Design charges are exclusive of VAT and copyright will be owned by the client following artwork approval. All adverts are subject to a 25% cancellation fee of the full amount. Additional charges may incur if more than two sets of changes are required.

Artwork designed by Trend Creative remains under the ownership of it's creator until full payment has been received from the client following print.



**RYAN MUGGER**  
*boy racer*

Ryan Mugger has lived life in the fast lane as a motorcycle champion, but this year will see him shift things up a gear as he takes on four wheels instead.

...a competitive and successful...  
...the year will see him shift things up a gear as he takes on four wheels instead.

**SCENT OF SUCCESS**

...the year will see him shift things up a gear as he takes on four wheels instead.

**2** **3** **5**

**NEOS**  
THE PERFECT EVENT FOR ART LOVERS

...the year will see him shift things up a gear as he takes on four wheels instead.

**4** **5**

*Discover Delight*

**THE WEE BOORACHIE**

...the year will see him shift things up a gear as he takes on four wheels instead.

**MILTON ART GALLERY**

...the year will see him shift things up a gear as he takes on four wheels instead.

**HIT THE GYM**

...the year will see him shift things up a gear as he takes on four wheels instead.

**Pilates at the Wallace Practice**

...the year will see him shift things up a gear as he takes on four wheels instead.

**CLONLINE BEAUTY**

...the year will see him shift things up a gear as he takes on four wheels instead.

**LAVA**

...the year will see him shift things up a gear as he takes on four wheels instead.

**Bon Accord Glass**  
CLEARLY THE BEST SOLUTION

...the year will see him shift things up a gear as he takes on four wheels instead.

**EVERYTHING'S COMING UP ROSES**

...the year will see him shift things up a gear as he takes on four wheels instead.

**EVERYTHING'S COMING UP ROSES**

...the year will see him shift things up a gear as he takes on four wheels instead.

**The Mains of Drum**

...the year will see him shift things up a gear as he takes on four wheels instead.

**MODERN**

...the year will see him shift things up a gear as he takes on four wheels instead.

**TREEHOUSE**

...the year will see him shift things up a gear as he takes on four wheels instead.

**my beautiful caravan**

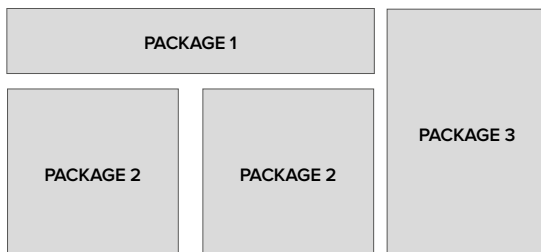
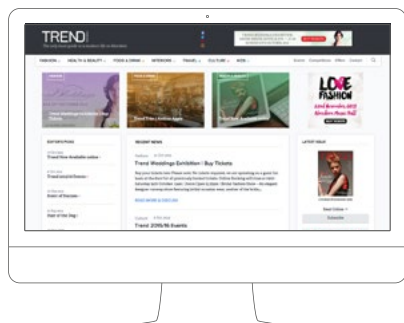
...the year will see him shift things up a gear as he takes on four wheels instead.

**WIN A SPA DAY FOR TWO AT THE MARCLIFFE**

...the year will see him shift things up a gear as he takes on four wheels instead.







### Package 1 - Header Strip

468 pixels (w) x 68 pixels (h)  
Maximum File Size - 50KB  
Accepted formats - .GIF, .JPG

### Package 2 - Featured Posts

200 pixels (w) x 200 pixels (h)  
Maximum File Size - 50KB  
Accepted formats - .GIF, .JPG

### Package 3 - Sidebar

200 pixels (w) x 410pixels (h) max  
Maximum File Size - 50KB  
Accepted formats - .GIF, .JPG

### Placement & Rotation

Adverts work on a rotation/static basis. If you require a static advert, and take the space alone, please discuss with a member of the Trend team. Additional costs apply to secure space. No added costs applied to adverts displayed on rotation. **Package 1 is subject to availability.**

### Requirements

Any artwork should be supplied via email or online sharing service to:

· [ryan@trendmagazine.co.uk](mailto:ryan@trendmagazine.co.uk) or [clare@trendmagazine.co.uk](mailto:clare@trendmagazine.co.uk)

Please provide artwork in RGB colour mode, at 72dpi screen resolution. Files must be provided in .GIF, PNG or .JPG, with a maximum file size of 100KB. The following formats are **not accepted: .bmp, .PDF, .pub and .doc**, artwork supplied not matching specifications will be returned for correction, or amended by Trend Productions Ltd (subject to charge).

## Online Events Calendar



### Features in our Online Events Calendar Package:

- Event published on our online calendar until specified event date.
- Featured in the 'What's On' pages of Trend Magazine in the issue closest to event date.
- Publicity on Trend Productions social media pages in the time running up to the event.

## Terms & Conditions

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01. All prices exclude VAT and are per issue. Payment accepted by standing order, invoice or per issue. Terms are strictly 14 days. All new clients must pay on a pro-forma basis.
02. All accounts must be up to date before printing of each issue or the advert will be removed with a cancellation and administration fee of 25% of the full amount applied.
03. Trend Productions Ltd reserves the right to change increase advertisement rates at any time or to amend the terms and conditions at any time.
04. Trend Productions Ltd are not liable for any errors on the part of third parties or inaccurate copy instructions.
05. Any artwork changes required post copy deadline are subject to charges unless stated otherwise.
06. Trend Productions Ltd. take no responsibility for claims made by advertisers.
07. All artwork is subject to Trend Productions Ltd. approval and must conform to the British Code of Advertising Practice.
08. All claims made in adverts must be capable of being supported by appropriate evidence and will be made available to Trend Productions Ltd. upon request.
09. Adverts must be inline with the policies and ethos of Trend Productions Ltd. and as such certain types of adverts or promotions may not be permitted within the magazine.
10. Trend Productions Ltd reserve the right to publish the most appropriate artwork/copy should further instructions not be received by print deadline.
11. By signing the booking form, the client commits to the space reserved and agrees to the terms and conditions of booking. Should the client withdraw their advert, a cancellation and administration fee of 25% of the full amount will be applied.
12. Competition and Offer terms and conditions are the responsibility of the providing company.
13. Artwork designed by Trend Creative remains under the ownership of it's creator until full payment has been received from the client following print.

For any other enquiries please contact the Trend office at **+44 (0) 1224 596223**, or [info@trendmagazine.co.uk](mailto:info@trendmagazine.co.uk)

## Prices & Plans

PRINT | *Trend Magazine*

	1 issue	3 Issues	6 Issues
Outside Back Cover	£2250.00	£1750.00	£1500.00
Inside Back Cover	£1950.00	£1750.00	£1500.00
Inside Front Cover	£2150.00	£1750.00	£1500.00
Double Page Spread	£3000.00	£2750.00	£2200.00
Full Page	£1500.00	£1200.00	£1000.00
Half Page (Portrait)	£900.00	£650.00	£540.00
Half Page (Landscape)	£900.00	£650.00	£540.00
Third Page (Portrait)	£650.00	£495.00	£350.00
Third Page (Landscape)	£650.00	£495.00	£350.00
Quarter Page (Portrait)	£500.00	£360.00	£270.00
Offer	Limited Availability, please discuss with Trend.		

ONLINE | *trendmagazine.co.uk*

	1 month	6 months	1 year
Package 1	£150.00	£800.00	£1500.00
Package 2	£120.00	£550.00	£1200.00
Package 3	£90.00	£450.00	£800.00
Online Event Calendar	£25 per entry		

All prices exclude VAT and are per issue. Payment accepted by standing order or invoice, monthly or per issue. Terms are strictly 14 days. All accounts must be up-to-date before printing of each issue or the advert will not appear and the cancellation fee plus an administration fee of £25 will be applied. All new accounts must pay on a pro-forma basis. Terms & Conditions apply (see page 11). All adverts are subject to a 25% cancellation fee of the full amount.

Please fill in all relevant details on the form opposite and send back to us by post, scan and email, or PDF to [clare@trendmagazine.co.uk](mailto:clare@trendmagazine.co.uk)

Booking Details

2016/17

Contact Name:
Company:
Address:

Postcode:
Telephone:
E-mail:
Website:

Invoice Address (if applicable):
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PRINT | *Trend Magazine*

Outside Back Cover	165mm (w) x 210mm (h) + 3mm bleed	Number of Issue(s):
Inside Back Cover	165mm (w) x 210mm (h) + 3mm bleed	Number of Issue(s):
Inside Front Cover	165mm (w) x 210mm (h) + 3mm bleed	Number of Issue(s):
Double Page Spread	330mm (w) x 210mm (h) + 3mm bleed	Number of Issue(s):
Full Page	165mm (w) x 210mm (h) + 3mm bleed	Number of Issue(s):
Half Page (Portrait)	68mm (w) x 194mm (h)	Number of Issue(s):
Half Page (Landscape)	140.5mm (w) x 94.5mm (h)	Number of Issue(s):
Third Page (Portrait)	44mm (w) x 194mm (h)	Number of Issue(s):
Third Page (Landscape)	140.5mm (w) x 61.5mm (h)	Number of Issue(s):
Quarter Page (Portrait)	68mm (w) x 94.5mm (h)	Number of Issue(s):
Offer		Number of Issue(s):

ONLINE | *trendmagazine.co.uk*

Package 1	468 pixels (w) x 60 pixels (h)	Month(s)/Year:
Package 2	200 pixels (w) x 200 pixels (h)	Month(s)/Year:
Package 3	200 pixels (w) x 420 pixels (h) *maximum	Month(s)/Year:
Online Event Calendar		Number of Events:

By signing this booking form I agree to the Terms & Conditions set by Trend Productions Ltd. (Page 11)

Signed:	Date:
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TREND

## WHERE CAN I FIND TREND?

**20,000 copies of Trend Magazine are distributed throughout the North-east of Scotland to over 650 venues.**

You can pick up a copy from Laurencekirk to Turriff in any of the following locations...

- |                 |                 |
|-----------------|-----------------|
| > Aberdeen City | > Aboyne        |
| > Balmedie      | > Banchory      |
| > Bankhead      | > Bielside      |
| > Blackburn     | > Bridge Of Don |
| > Cults         | > Dunecht       |
| > Ellon         | > Hazlehead     |
| > Insch         | > Inverurie     |
| > Kemnay        | > Laurencekirk  |
| > Milltimber    | > Newmachar     |
| > Oldmeldrum    | > Peterculter   |
| > Pitfodels     | > Portlethen    |
| > Stonehaven    | > Torphins      |
| > Turriff       | > Westhill      |





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