



AsianTrader FEATURES LIST 2024

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Issue	Copy Deadline	Editorial Deadline	Features	Classified Feature
26th Jan	15th Jan 24	18th Dec 23	Breakfast and Bakery / Vaping and Next Gen Products / Chinese New Year	Chillers and Freezers
9th Feb	29th Jan	8th Jan	Tobacco and RYO / Sports and Protein Products / Easter Treats	Epos
23rd Feb	12th Feb	16th Jan	Symbol, Fascia and Franchise Report / Dairy Drinks (including cold brew and milkshakes) / Spring Cleaning and Household Paper Products	-
8th Mar	26th Feb	5th Feb	Ramadan / Hot Beverages and Beverages To Go / Business Services and Technology	Accountants and Insurance
22nd Mar	11th Mar	26th Feb	Chocolate and Spring Confectionery / PMPs / Scotland Supplement	-
5th Apr	26th Mar	4th March	Eid / Big Night In / Babies and Toddlers	Waste Services
19th Apr	8th April	18th March	Crisps, Snacks and Nuts / Spirits / Pet Care	-
3rd May	22nd April	1st April	Bottled Water, Soft Drinks and Juices / Forecourt / Mints and Gums	Security
17th May	6th May	15th April	Tobacco and RYO / Sports and Protein Products / Food and Beverages To Go	-
31st May	20th May	29th April	Lager, Beer and Cider / Wines To Stock / CBD Products	-
14th June	3rd June	13th May	Summer of Sport (including Olympics, Euros, Wimbledon and the Hundred) / BBQ and Summer Products / and Shelving Free From and Healthy Alternatives	Shopfitting
28th June	10th June	27th May	World Food and Drinks / Carnival and Festivals / Wholesale	-
12th July	1st July	10th June	Summer Drinks (including soft drinks and alcoholic drinks) / Chocolate and Confectionery / Ice Cream	Chillers and Freezers
9th Aug	29th July	8th July	Category Management Supplement / Crisps, Snacks and Nuts / Back to School	ATMs
6th Sept	26th Aug	5th Aug	Big Night In / Student Opportunities / Chilled and Frozen	Newspapers and Magazines
20th Sept	9th Sept	23rd Aug	Symbol, Fascia and Franchise Report / Cocktails, RTDs and Miniatures / Scotland Supplement	-
4th Oct	23rd Sept	2nd Sept	Hot Beverages and Beverages To Go / Sustainability / In-Store Services and Delivery Services	Parcel Services
18th Oct	7th Oct	16th Sept	Diwali / Hallowe'en and Bonfire / Pasta, Rice and Noodles	Banking
1st Nov	21st Oct	30th Sept	PMPs / Winter Remedies and Pain Management / Adult Soft Drinks	Merchant Services
15th Nov	4th Nov	14th Oct	Festive Tobacco (including cigars) / Festive Alcohol / Batteries	-
29th Nov	18th Nov	28th Oct	Festive Snacks / Festive Chocolate and Sugar Confectionery / Dairy and Alternatives	-
13th Dec	2nd Dec	11th Nov	The Year Ahead / Responsible Retailing / Vaping and Next Gen Products	Cards Wall Planner 2025



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Digital Features List

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Jan	18-Dec	18-Dec	Veganuary
Jan	18-Dec	18-Dec	Dry January
25th Jan	18-Jan	11-Jan	Burns Night
5th Feb	29-Jan	22-Jan	World Nutella Day
10th Feb	2-Feb	26-Feb	Chinese New Year
13th Feb	6-Feb	30-Jan	Pancake Day
14th Feb	7-Feb	31-Jan	Valentine's Day
1st March	23-Feb	16-Feb	St. David's Day
8th March	1-Mar	23-Feb	International Women's Day
10th March	1-Mar	23-Feb	Mother's Day
10th March to 8th April	1-Mar	23-Feb	Ramadan
17th March	8-Mar	1-Mar	St. Patrick's Day
18th March	11-Mar	4-Mar	Global Recycling Day
22nd March	15-Mar	8-Mar	World Water Day
31st March	22-Mar	15-Mar	Easter
10th April	3-Apr	27-Mar	Eid Al-Fitr
23rd April	16-Apr	9-Apr	St. George's Day
24th April	17-Apr	10-Apr	Allergy Awareness Week
21st May	14-May	7-May	International Tea Day
29th May	22-May	15-May	National Biscuit Day
1st June	24-May	17-May	World Milk Day
5th June	29-May	22-May	Sausage Roll Day
10th June	3-Jun	27-May	Healthy Eating Week
16th June	7-Jun	31-May	Father's Day
18th June	11-Jun	4-Jun	Royal Ascot
24th June	17-Jun	10-Jun	World Refill Day
July	24-Jun	17-Jun	Plastic Free July
1st July	24-Jun	17-Jun	Wimbledon
5th July	28-Jun	21-Jun	F1 British Grand Prix
7th July	28-Jun	21-Jun	World Chocolate Day
26th July to 11th August	19-Jul	12-Jul	Olympics
September	26-Aug	21-Aug	Organic September
2nd September	26-Aug	21-Aug	Zero Waste Week
9th Sept to 22nd Sept	2-Sep	26-Aug	Fair Trade Fortnight
25th September	18-Sep	11-Sep	Recycle Week
October	24-Sep	17-Sep	Black History Month
1st October	24-Sep	17-Sep	Coffee Day
1st October	24-Sep	17-Sep	World Vegetarian Day
21st October	14-Oct	7-Oct	Apple Day
31st October	24-Oct	17-Oct	Diwali
5th November	29-Oct	22-Oct	Bonfire Night
30th November	22-Nov	15-Nov	St. Andrew's Day
25th December	16-Dec	9-Dec	Christmas Day

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Magazine Rate Card

Positions	Rates
Front Cover (FC)	£8,001
Inside Front Cover (IFC)	£4,501
Inside Back Cover (IBC)	£4,501
Outside Back Cover (OBC)	£5,201
Double Page Spread (DPS)	£7,401
First or Centre DPS	£7,601
Half Page DPS	£5,001
Full Page (FP)	£3,751
First FP	£4,101
Second FP	£4,001
Third FP	£3,901
Half Page (HP)	£2,451
Quarter Page (QP)	£1,601
Strip	£1,101
Creative Options	
Cover Wrap (FC and OBC)	£12,501
Full Cover Wrap (FC, IFC, IBC and OBC)	£20,001
IFC Gatefold	£12,001
Barn Door FC	£22,001
Disruptive Fireplace (across a DPS)	£7,401
Editorial Weave (across 3 editorial FPs leading to a FP)	£10,601
Sandwich FP	£3,751

All creative specs are available on request

Technical Specifications	
Front Cover (portrait):	Half page (Horizontal):
Bleed 236(H) x 216mm(W)	Bleed 151 x 216mm
Trim 230 (H) x 210mm(W)	Trim 148 x 210mm
	Type 140 x195mm
DPS:	Half page (Vertical):
Bleed 303 x 426mm	Bleed 303 x 108mm
Trim 297 x 420mm	Trim 297 x 105mm
Type 280 x 400mm	Type 280 x 93mm
Full page:	Quarter page (Vertical):
Bleed 303 x 216mm	Bleed 151 x 108mm
Trim 297 x 210mm	Trim 148 x 105mm
Type 280 x 195mm	
Gatefold:	Copy Deadline
1st Page:	2 weeks prior to publication date
Bleed 303 x 204mm	Electronic Specifications
Trim 297 x 198mm	jpeg or pdf files
	(fonts embedded) for PC
Half page spread:	Colour proof required.
Bleed 151 x 426mm	email ads to
Trim 148 x 420mm	kamlesh@gujarat.co.uk
Type 140 x 400mm	



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- All rates are exclusive of VAT
- Rates do not include charges for colour separations.
- Agency 10% Commission payable to registered advertising agencies.
- Any other special positions guaranteed only confirmed in writing by Asian Trader.
- No other positions can be guaranteed.
- Payment Terms: 15 days from date of invoice (2% interest per month will be charged on overdue accounts)
- Full terms and conditions available on request.

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Digital Rate Card

Website				
Position	Weekly Rate	Monthly Rate	Website Specs (w x h)	Mobile Specs (w x h)
Leaderboard	£750	£2,500	728 x 90	320 x 50
MPU	£750	£2,500	300 x 250	300 x 250
Double MPU	£1,400	£4,500	600 x 250	600 x 250
Video MPU	£1,000	£3,000	300 x 250	NA
Under Nav Banner	£1,000	£3,000	1,220 x 65	NA
Pop Up	£1,500	£5,000	640 x 480	NA
Take Over	£2,000	£7,500	Available on Request	Available on Request
Fireplace	£1,500	£5,000	Available on Request	Available on Request
Native Advertising	Fixed Rate of £500		Available on Request	Available on Request

Newsletter		
Position	Rate per 000	Specs (w x h)
Leaderboard Top	£100	728 x 90
Leaderboard Bottom	£75	728 x 90
MPU	£200	300 x 250
Solus E-Shot	£500	640 x 1,000

Digital Features (Live for the Year)			
Position	Rate	Website Specs (w x h)	Mobile Specs (w x h)
Top Leaderboard and Skin	£1,000	Available on Request	Available on Request
Second Leaderboard	£750	728 x 90	320 x 50
Third Leaderboard	£600	728 x 90	320 x 50
Fourth Leaderboard	£500	728 x 90	320 x 50

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