

- *ISM – International Sign Magazine* – is the only multilingual journal for the visual communications, sign and graphics technology and digital printing industry across Europe, and beyond.
- With its main focus on the European visual communications market, every issue of *ISM* includes key editorial in three languages: **English**, **French** and **German**, for optimum audience reach.
- *ISM*'s controlled circulation accurately targets *sign and display manufacturers, suppliers and end-users; large format, inkjet and screen printers; vinyl and substrate distributors, and advertising and media agencies* in some **30 countries**.
- Each issue of *ISM* contains a focus on a specific area of Europe. We report on the buying trends, market characteristics and emerging technologies and innovations which are being used within the area, as well as those products and services being exported.
- Additionally, each issue features market reports, purchasing intelligence and contract wins, as well as news and articles from within these sectors: *computerised vinyl cutting, routing, engraving, specialist sign-making materials, environmental issues, design and production software, screen-printing, digital printing, aqueous-based printers, solvent-based printers, UV-curable printers, flat-beds, roll-fed printers, textile printers, hybrid printers, proofing, colour management, inks, finishing, [including lamination and cutting], wayfinding, architectural and interpretive signs, floor graphics, window graphics, banners, flags and textiles, lenticular and specialist applications, illuminated signs, neon, LEDs and lighting, narrowcasting and moving message signs, flat-screen and LCD technologies, vehicle graphics, point-of-purchase, superwide-format graphics, billboards, hoardings and scaffold wraps.*
- *ISM* takes an objective and inclusive editorial approach to suppliers and manufacturers of all sizes.
- *ISM* is published six times a year, and incorporates supplements to mark major trade shows and events.
- If you have any business news items or press releases which could be included in our extensive news pages, please don't hesitate to forward them to the contacts overleaf. Please also forward details of all your new product launches for **free** inclusion in our extensive innovations section.

#### July/August 2008

**Regional focus:** Northern Europe, UK, Scandinavia and Finland  
**Features:** proofing & colour management; finishing [lamination and cutting]; banners, flags and textiles; lenticular and specialist applications.  
**Deadlines:** **July 10** [editorial] **July 14** [advertising]

#### November/December 2008

**Show previews:** *Viscom Italia* [Milan], *KoSign* [Seoul] and *FESPA Asia Expo* [Bangkok].  
**Regional focus:** Eastern Europe, Poland and Russia  
**Features:** solvent-based printers; vehicle graphics; UV-curable printers; environmental issues.  
**Deadlines:** **October 15** [editorial] **October 17** [advertising]

#### March/April 2009

**Show previews:** *ISA International Sign Expo* [Las Vegas, USA] and *Sign & Digital UK* [Birmingham]  
**Regional focus:** Central Europe, Germany, Switzerland and Austria  
**Features:** design and production software; wayfinding, architectural and interpretive signage; screen-printing; floor graphics.  
**Deadlines:** **March 16** [editorial] **March 20** [advertising]

#### September/October 2008

**Show previews:** *Viscom Germany 2008* [Frankfurt, Germany] and *Viscom France 2008* [Paris, France]  
**Regional focus:** France & Benelux [Belgium/Holland/Luxembourg]  
**Features:** flat-bed printers; LCD and flat-screen technology; textile printers; superwide-format graphics.  
**Deadlines:** **August 25** [editorial] **August 27** [advertising]

#### January/February 2009

**Show previews:** *Symphonie Visuelle et Graphique* [Paris]  
**Regional focus:** Southern Europe, Italy, Spain and Portugal  
**Features:** window graphics; cutting, routing, engraving; vinyls and sign-making materials; narrowcasting and moving message signs.  
**Deadlines:** **January 9** [editorial] **January 12** [advertising]

#### May/June 2009

**Show previews:** *FESPA Digital Europe* [Amsterdam, Netherlands]  
**Regional focus:** Turkey, Greece and Balkans  
**Features:** neon, LEDs & illuminated signs; aqueous-based printers; point-of-purchase; ink technology.  
**Deadlines:** **April 6** [editorial] **April 10** [advertising]

## Display advertising

Discounts are available for multiple insertions. We will always be receptive to your individual marketing needs. Please call or email us to discuss your campaign – what you want to achieve and who you want to target. Loose or bound-in advertising is also available, as well as the attachment of flyers, postcards, CDs or DVDs.

Premium positions	Single insertion	2 - 4 insertions	5 - 6 insertions
Front cover*	£2350 (Euro2945 US\$4630)	–	–
Outside back cover	£2150 (Euro2694 US\$4236)	£1950 (Euro2445 US\$3842)	£1750 (Euro2192 US\$3447)
Inside front cover	£1950 (Euro2445 US\$3842)	£1750 (Euro2192 US\$3447)	£1550 (Euro1942 US\$3053)
Inside back cover	£1950 (Euro2445 US\$3842)	£1750 (Euro2192 US\$3447)	£1550 (Euro1942 US\$3053)
First right-hand page	£1692 (Euro2120 US\$3334)	£1487 (Euro1863 US\$2929)	£1354 (Euro1696 US\$2668)

\*Front cover package includes: a) full-colour A4 photograph of a product or product range on the front cover, supplied by client; b) on page three, a repeat graphic of the cover, with an explanation of what the product is, with full contact information, and c) a full-page A4 colour advertisement on a right hand page within the magazine.

Standard rates	Single insertion	2 - 4 insertions	5 - 6 insertions
Double page spread	£2745 (440 US\$5410)	£2395 (Euro2995 US\$4725)	£2195 (Euro2755 US\$4325)
Full-page	£1595 (Euro1995 US\$3145)	£1495 (Euro1875 US\$2945)	£1395 (Euro1750 US\$2750)
Junior page	£1095 (Euro1375 US\$2155)	£995 (Euro1250 US\$1965)	£895 (Euro1125 US\$1770)
Half-page	£895 (Euro1125 US\$1765)	£795 (Euro995 US\$1570)	£695 (Euro870 US\$1370)
Quarter-page	£675 (Euro850 US\$1330)	£565 (Euro710 US\$1120)	£495 (Euro630 US\$975)
Eighth-page	£375 (Euro470 US\$740)	£335 (Euro420 US\$660)	£295 (Euro370 US\$585)

## Mechanical data

DPS bleed	height x width (mm) 305 x 428	Junior page	height x width (mm) 198 x 140
DPS trim	297 x 420	Half-page-horizontal	137 x 186
DPS type	277 x 400	Half-page-vertical	297 x 105
Full-page bleed	305 x 218	Quarter-page-horizontal	75 x 186
Full-page trim	297 x 210	Quarter-page-vertical	128 x 94
Full-page type	277 x 190	Eighth-page-vertical	128 x 48

## Artwork

Artwork may be supplied in the following digital CMYK formats: *QuarkXPress, Adobe Photoshop, Adobe Illustrator, EPS, JPG, TIF, PDF*. Please include all relevant files, logos and typefaces. Minimum resolution 300dpi.

## Subscription

• 6 issues (one year)	UK	GBP64	Europe	Euro80
	US/Canada	US\$126	Rest of world	GBP98
• 12 issues (two years)	UK	GBP89	Europe	Euro122
	US/Canada	US\$178	Rest of world	GBP193

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