

Utopia KITCHEN & BATHROOM



2010 Media Information

Utopia KITCHEN & BATHROOM

welcome

Launched in July 2007, Utopia Kitchen & Bathroom is a national monthly consumer title showcasing luxurious kitchen and bathroom designs. Our editorial policy is to accept exclusive rights on articles and products featured in the magazine. This allows Utopia to set the trends rather than follow them – keeping our readers up-to-date with the latest designs.

statistics

market

Utopia is aimed at AB homeowners with a high disposable income, independent professional women, interior design professionals and architects.

readership

Gender – 76% female, 24% male

Average age – 47

Annual household income – 58% of our readers have

an annual household income of more than £100,000

Kitchen spend – 73% of our readers would spend up to £40,000 on a kitchen

Bathroom spend – 67% of our readers would spend up to £20,000 on a bathroom

format

Average pagination – 144

Style – glossy, coffee table magazine

Cover price – £4.25

timings

On sale date – 1st of the preceding month

Copy deadlines – 15th of each month

Frequency – monthly



regular features

on parade

Brand-new bathroom, kitchen and dining area fixtures and fittings, for example taps, lights, sinks, appliances, cupboards, sanitaryware, mirrors, shelves... This also includes large accessories such as barstools, dining tables, bathroom chairs, window dressings, storage trolleys, bins etc.

introducing

A question-and-answer-based feature showcasing an up-and-coming designer currently creating a buzz on the kitchen or bathroom scene.

in print

Books covering interiors, exteriors, property, architecture, design, designers, recipes and lifestyle.

a social affair

Diary dates covering interiors, exteriors, property, architecture, design, art and food shows.

showroom spotlight

New showroom openings and refurbishments.

real homes

Case studies covering high-end cooking, dining and bathing spaces in luxury homes around the country.

designer collection

A visually led four-page presentation of an international design icon's new kitchen or bathroom collection.

eco-conscious

A round-up of the latest eco-friendly products and environmentally aware designs from the industry. Products capable of being recycled, made from recycled or sustainable materials, or products that are energy-efficient or water-saving.

intelligence

Smart appliances and products with innovative features/materials/technologies.

surface style

A pictorial selection of the latest surface treatments including tiles, worktops, floors, paints, panelling, plasterwork, wallpaper, window dressings, etc.

little luxuries

A selection of accessories for kitchens and bathrooms, such as tableware, towels and decorative furnishings.

décor destinations

A showcase of commercial interiors such as restaurants, spas, hotels and clubs, which provides inspiration to help readers with their own cooking, dining and bathing spaces.

kitchen & bathroom showcase

Beautiful images of kitchen and bathrooms are presented as luxurious double-page spreads.

fine dining

Themed recipes with photographs.

Utopia out

If your company or clients have a new opening or launch, Utopia would be proud to come along and photo the event to present in its next available issue.

design talk

A page dedicated to a designer's top tips or trend predictions.

competitions

Contact the editorial team to find out about retail prize values and space allocation.

information

special issues (dates subject to change)

January Issue – Trends
 May – Kitchen Special
 July – Bathroom Special
 October Issue – Annual Design Issue
 November Issue – Best of Kitchens
 December Issue – Best of Bathrooms

distribution

Utopia is currently sold through all WHSmith high street stores, Borders, Harrods, Selfridges, Martins News, Easons (Ireland) and independents. We also book promotions through Waitrose, Sainsburys, Tesco, and Marks & Spencer.

circulation (figures correct as at January 2010)

Average monthly print run – 33,000
 Average monthly copy sales - 18,926

promotional activity

As part of our marketing strategy, we exhibit at many shows nationwide. These include:

- 100% Design – Earls Court, London
- Grand Designs Live – ExCel, London
- Grand Designs Live – NEC, Birmingham
- KBB Birmingham – NEC, Birmingham
- Kitchen & Bathroom Show – Sandown Park, Surrey
- Kitchen & Bathroom Show – Harrogate

magazine advertising rates

Advertisement size	3 months	6 months	9 months	12 months
Display rates				
DPS	£5750	£5462	£5188	£4928
Full page	£3350	£3182	£3023	£2872
Half page	£2200	£2090	£1985	£1885
Quarter page	£1200	£1140	£1083	£1028

+10% for cover positions

Advertorials				
DPS advertorials	£6995	£6645	£6310	£5995
Full page advertorials	£3950	£3755	£3560	£3380

Classified rates				
Per single cm column	£45	£42	£40	£38
6cm x 1 column	£270	£252	£240	£228
6cm x 2 columns	£540	£504	£480	£456
12cm x 2 columns	£1080	£1008	£960	£912
12cm x 3 columns	£1620	£1512	£1440	£1368

Utopia Directory	
4cm x 1 column	£625 for 12 insertions

KBSA Retailer Directory	
3cm x 1 column	£295 and £110 for each additional box

Inserts	
Bound-in inserts	Costs available on request
Loose inserts	£35 per 1000

technical specifications

Advertisement size	Trim size	Type area	Bleed area
DPS	300mm x 460mm	280mm x 440mm	306mm x 466mm
Full page	300mm x 230mm	280mm x 210mm	306mm x 236mm
Half page (horizontal)	150mm x 230mm	130mm x 210mm	156mm x 236mm
Half page (vertical)	300mm x 115mm	280mm x 95mm	306mm x 121mm
Quarter page	150mm x 115mm	130mm x 95mm	156mm x 121mm

Dimensions in mm (height x width)

Utopia Classified advert sizes	
6cm x 1 column	60mm x 40mm
6cm x 2 columns	60mm x 85mm
6cm x 3 columns	60mm x 130mm
12cm x 2 columns	125mm x 85mm
12cm x 3 columns	125mm x 130mm

No bleed/crop marks required

Requirements for incoming files
<ul style="list-style-type: none"> • All files should be provided in CMYK colour mode: NO spot colours (JPEG) • All files should be flattened and fonts outlined or embedded where necessary (PDF) • All files should be provided in high resolution (300 dpi TIFF) • Non-display adverts should NOT include bleed/crop marks (EPS)

Accepted file formats: JPEG, PDF, TIFF, EPS

KBSA Retailer Directory sizes	Size
3cm x 1 column	30mm x 40mm

No bleed required

Utopia Directory sizes	Size
4cm x 1 column	40mm x 70mm

(height x width) No bleed/crop marks required

terms & conditions

In these terms and conditions, Publisher means PRO PUBLISHING LTD. and Publication means UTOPIA KITCHEN & BATHROOM magazine.

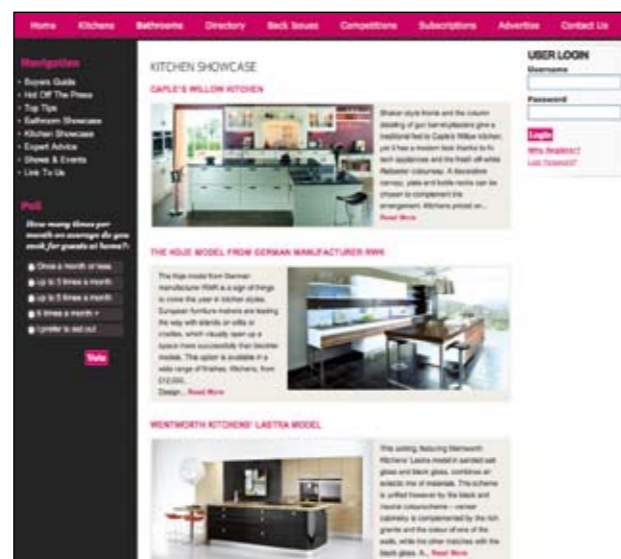
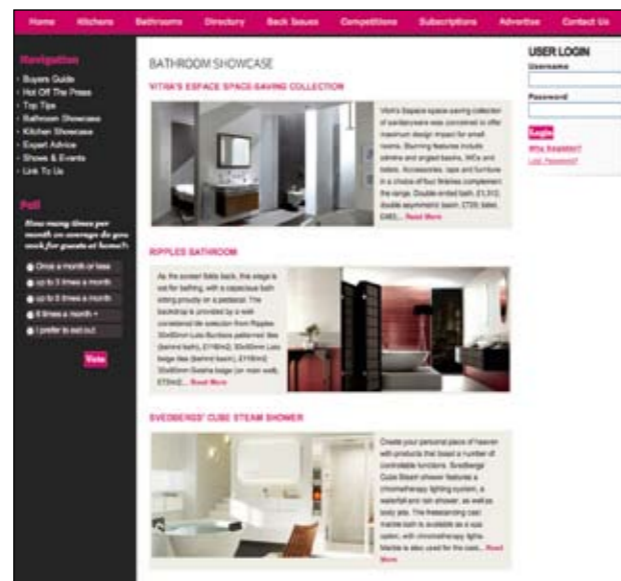
1 The Publisher has, at their full discretion, the right to exclude, suspend or change the position of any advertisement or insert accepted within the Publication. **2** The Publisher will not be held responsible for any errors, damage, omission or loss of any artwork or other material supplied for the purpose of the advertisement. **3** The Publisher reserves the right to make any amendments considered necessary in any advertisement inserted into the Publication to meet the approval of the Publisher. Failure to supply the correct advertisement artwork by the deadlines given on booking the advertisement space will result in automatic cancellation of the advertisement artwork and space and a cancellation surcharge of 100% of the total cost of the advertisement space being applied. **4** The Publisher has the right to alter the rates or structure of their advertisements at any time. **5** Any person or organisation placing advertisements and/or providing artwork for advertisements shall indemnify the Publisher fully and effectually against any actions, costs, claims or demands made against the Publisher or threatened to be made against the Publisher by any person or organisation where such artwork or advertisements supplied to the Publisher is the copyright or property of any person or organisation other than the person or organisation supplying the artwork or advertisements for the Publication. The indemnity shall extend to all and any artwork or advertisements supplied by any person or organisation for inclusion in the Publication. In any claim against the Publisher arising from artwork or advertising literature received from any person or organisation, the supplier of the copy or artwork shall give notice in writing to the Publisher of any claim or potential claim by any person and shall not settle, admit or compromise the claim in any way so as to render the Publisher liable in law to make any payment of damages, costs or penalties of any kind to any person. **6** The Publisher's notice period of cancellation for an advertisement is as follows: 40 working days prior to published copy deadlines carries no cancellation charge, 20 working days prior to published copy deadlines carries 50% charge of the advertisement, 10 working days prior to published copy deadlines carries 95% cancellation charge of the advertisement. **7** All payment is due to be received from the advertiser within or on 30 days after the publication date of the advertiser's insertion into the Publication. The Publisher reserves the right to impose a surcharge of 3% per month on overdue payments. The cost of an advertisement into the Publication shall imply the cost of the advertisement space and the surcharge will be applied to the cost. **8** The Publisher will not be required to supply voucher copies or tear sheets for payment for classified advertisements. **9** Placing an order for any advertisement or insert within the Publication shall amount to an acceptance of the above terms and conditions. Any other terms and conditions stated on any advertiser or advertising agency's order form or elsewhere will be void in so far as they are in conflict with our terms and conditions.

Utopia website

www.utopiamag.co.uk was launched in May 2009. The website runs alongside Utopia Kitchen & Bathroom magazine, and is promoted throughout each issue.

It is a fully interactive website, where visitors can search for their nearest kitchen or bathroom showroom, source products, read top tips from industry professionals, enter exclusive competitions and submit questions to be answered by our in-house interior designers.

Combined advertising packages are available across the magazine and the website.



website advertising rates

Leader board advert

Page	1 month	3 month	6 month	9 month	12 month
Home page	£50	£130	£240	£320	£500
Kitchen products	£35	£115	£210	£280	£450
Bathroom products	£35	£115	£210	£280	£450
Directory	£35	£115	£210	£280	£450
Competition	£35	£115	£210	£280	£450
Buyer's guide	£35	£115	£210	£280	£450
News	£35	£115	£210	£280	£450
Trade associations	£35	£115	£210	£280	£450
Bathroom showcase	£35	£115	£210	£280	£450
Kitchen showcase	£35	£115	£210	£280	£450
Expert advice	£35	£115	£210	£280	£450
Shows & events	£35	£115	£210	£280	£450

Button advert

Home page	£25	£65	£110	£160	£200
Kitchen products	£15	£40	£65	£90	£150
Bathroom products	£15	£40	£65	£90	£150
Directory	£15	£40	£65	£90	£150
Competition	£15	£40	£65	£90	£150
Buyer's guide	£15	£40	£65	£90	£150
News	£15	£40	£65	£90	£150
Trade associations	£15	£40	£65	£90	£150
Bathroom showcase	£15	£40	£65	£90	£150
Kitchen showcase	£15	£40	£65	£90	£150
Expert advice	£15	£40	£65	£90	£150
Shows & events	£15	£40	£65	£90	£150

Button advert

Highlight	Rate
Standard listing	Free of charge
Company logo	£10
Web link	£10
Image	£10
Add products	£10 unlimited
Bold listing	£10
Complete listing (all of the above)	£35

Home page

Highlight	Rate
Website of the month	£100 1 month
Recommended products	£50 1 month
Eco product	£45 1 month
Smart product	£45 1 month



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