



Earthisland

media • marketing • publishing

MEDIA PACK 2021

Print solutions. Packaging solutions. Green solutions. Ind print.

#AlwaysPositiveAboutPrint

Welcome to a world of print!

#ALWAYSPOSITIVEABOUTPRINT

Whatever market you are looking to get to in print, we can help. If it is general commercial – offset or digital – packaging, industrial print, or even environmentally friendly printing, we have a magazine that can cover your needs.

With market leading circulation, a distinctive informal style, incredible good looks and a greater breadth of editorial than any other magazines, our titles have grown to become the ones that your customers are talking about and taking notice of, and the competition is trying to copy!

In this media pack, you will find details on each of the magazines that we produce, which will allow you to consult and compare to ensure that your message gets out to exactly the right people.

We do not believe in a 'one size fits all' package, and you will find that we will work with you in a very different way to many other business titles.

We want you to get the most for your money. We want to give you the best coverage. We want to ensure that we work as partners to promote what is important to you. So, although the media pack gives you a starting point, we would be more than happy to sit down with you and discuss exactly what you want to achieve from your campaigns and how best we can help you to accomplish this.

We do not believe in just 'selling ads', but helping you to win business, create new ideas, and provide you with the solutions that you can pass on to your customers for better business.

Earthisland

media • marketing • publishing

Pickforde Lodge

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Providing your Solutions

Give us a call on: 01892 522563



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KEEP UP      
TO DATE EarthislandUK

Print solutions.

Print Solutions provides a bright, strong, dynamic print industry monthly, with a mix of in-depth features and news, written in an informal, friendly manner with a 'consumer' style that is like no other print industry magazine on the market.

It will inform you on the latest industry trends, technology and news stories. To help print companies to make the most of their businesses it provides information on where and how to invest, helpful tips on how to break into new markets, and showcases ideas to broaden their appeal.

Print Solutions covers all commercial printing processes, as well as pre-press, finishing, software, substrates and more – the one solution for all your printing information.

Lively and energetic, the magazine provides stimulating, upbeat and fresh ideas.

Print Solutions is positive about print.

Also, in every issue – packaging, wide format, design, business opportunities, multi-channel marketing, and much, much more.

Circulation:

The printed magazine goes to 12,850 registered readers, with another 20,000 plus receiving an online page turner version.

Print Solutions is free, on a sign up basis, to everyone involved in UK print, design, creative, publishing, cross media brand owners or allied industries.

Advertising rates:

Display:	(Four colour)
Full page:	£1500
Half page:	£800
Quarter page:	£500
Strip ad:	£400
Double page:	£2250
Front cover:	£4500

Inserts:

Single sheet, loose:	£1400
Bound in:	£1600
Double sheet, loose:	£1650
Bound in:	£1850
Belly wrap:	£2200

Online advertising:

Web banners:	From £350 p/m
E-mail blast:	£850
Social Media campaigns:	From £500
Hyperlinked articles:	From £500 p/6m
E-newsletter sponsorship:	£600 p/m
Videos (creation and broadcasting):	From £1000

Please call to discuss your requirements.

Editorial features

February

Eco friendly plates
Why use digital for packaging?
Direct mail
Humidity control
Lamination
Coloured papers

March

MIS and workflow
How to make a margin in offset
Making the most of variable data
Bookletmaking
High quality board
Dye sublimation

April

Colour management
Hybrid technologies
Printing – outside the box
Laser cut or die
Tactile papers
Process automation

May

Web to print
Financing your press
How to sell digital
Guillotines
FSC and PEFC papers
Adding value with inkjet

June

Remote proofing
Small format offset
Entry level solutions
Binding
Working with uncoated paper
UV printing

Summer Special

The guide to print suppliers

September

Augmented Reality
Preflighting
Perfecting
High quality colour
Handling systems
Metallic papers

October

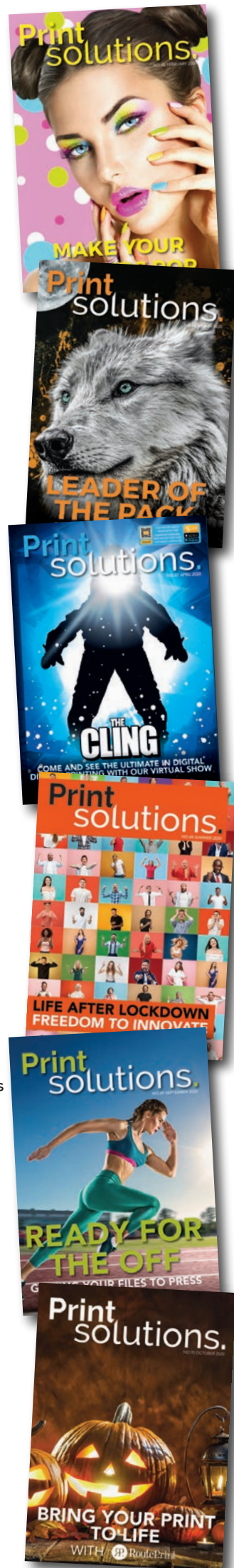
Getting the best from your plates
Automation on-press
Organising a PURL campaign
Folding and creasing
Recycled papers

November

Front end power
Special effects on-press
Continuous digital
PUR/EVA binding
Pure white!
Sustainability
Solutions Awards – the finalists

December (Merry Printmas!)

Workflow – making the link
The ideal pressroom
The best digital jobs
Adding value through finishing
A little bit of sparkle!
Solutions Awards – the winners
Top 25 products
Printmas competition



Packaging solutions.

Packaging is exciting and dynamic. It is a powerful influencer in the buying decision and it can make or break the product. It is about brand extension, it is about steering the buyer and ensuring that they select a certain product. Packaging differentiates, it is alive, it is stimulating, and it can engage the senses.

Packaging Solutions brings you all the creative ideas and inspiration that you need to look at the market opportunities and bring them into your business.

It also reports on the printing and finishing machinery available, that will enable you to do more, the latest trends, 'how to' guides that will steer you through different processes, help sessions and case studies.

It covers all applicable processes used for producing packaging – so all the technologies embraced in one magazine.

Circulation

The magazine goes to 9200 registered readers with another 10,000 plus receiving an online page turner version.

Packaging Solutions is free, on a sign up basis, to everyone involved in UK packaging, print, labelling, marketing, design and creation.

Advertising rates:

Display:	(Four colour)
Full page:	£1500
Half page:	£800
Quarter page:	£500
Strip ad:	£400
Double page:	£2250
Front cover:	£4500

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Editorial features

February/March

Printed electronics in packaging
Visualisation software
Short run packaging
Label printing
Embossing

April/May

Carton printing
Paper vs plastic
Digital inkjet labels
UV retrofitting
Versioning

June/July

Flexible packaging
Colour management
Making the most of AR
Creative papers for shelf stand out
Laminating

September/October

Printing corrugated
How green is packaging?
Security features for packaging
Shelf stand out
Luxury board

November/December

Sustainability in packaging
What should I choose – digital, offset or flexo?
How to effectively use variable data
The market for self-adhesive labels
Hints and tips for working with foils and films



Green solutions.

Editorial features

March/April

Is print the new packaging?
Can management information systems help your company to be greener?
The top sustainability challenges for business
Paper: Virgin fibres or recycled?

May/June

Accreditations and do you need them?
Eco tips that save you money
Do the bigger sustainability issues really affect my business?
Waste management

September/October

What can I recycle?
All things energy
Choosing carbon neutral products for your business.
Easy ways to make your business more sustainable

November/December

Greening up your supply chain
Think about your electronics
Top green products of the year
Paper: made from unusual materials

Environmental concerns and sustainability issues are now more important than ever before – both in business and in our day to day lives.

Claims and counter claims about the impacts of our actions make on the world in which we live are all around us, and the environment is 'the' hot topic.

Green Solutions has long championed sustainability and care for the planet in a very positive way, but it is about more than that!

Being green is great for the environment, yes, but it also makes sound business sense. It will help to make your company a better place to work. It will help to satisfy customers. It will save you money. It will make you more productive.

Green Solutions' purpose is to give a voice to companies who are working sustainably, but also to provide wider information about how businesses can be more sustainable, whilst becoming more productive and efficient, and saving money, as well as providing interesting eco articles to help raise awareness of sustainability issues.

The essential need to do the right thing spans every company in every sector and every market and every sphere and Green Solutions can help you to make the right sustainable choices.

Circulation

The magazine goes to 7800 registered readers with another 20,000 plus receiving an online page turner version.

Green Solutions Sustainability Awards

Celebrating and rewarding the best in sustainable business. Partners and sponsors required so please get in touch.

Green Solutions is free, on a sign up basis, to everyone involved in sustainable production or purchasing, as well as environmental and CSR issues.

Advertising rates:

Display:	(Four colour)
Full page:	£1500
Half page:	£800
Quarter page:	£500
Strip ad:	£400
Double page:	£2250
Front cover:	£4500

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Ind print.

It is not very often that a printing application takes the world by storm, but that is exactly what is happening with industrial inkjet printing. We are just on the cusp of a revolution, and this will be driven by clever technology and innovative ideas.

Inkjet technology allows the mechanical expulsion of a number of different liquids, including ink, through very small apertures, and as it is non-impact, never touching the media, it can be used to print on unusually shaped objects, thick objects, and different substrates.

IndPrint magazine covers this whole market, from glass to ceramics, from wall coverings to garments, from wood and metals to 3D, bringing information on this very exciting opportunity.

The magazine explores the technology, the applications, the resources needed, and the machines you need to know about, as well as bringing you news and views on the market and its future.

Circulation

Indprint e-newsletter goes out monthly to 4000 registered readers.

IndPrint is free, on a sign up basis, to everyone involved in UK print, innovation, manufacturing, design and marketing across all relevant industries.

Advertising rates:

Display:	(Four colour)
Full page:	£1500
Half page:	£800
Quarter page:	£500
Strip ad:	£400
Double page:	£2250
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Editorial features

April/May

3D printing for the commercial printer?
Wide format
Printing on textiles
Inkjet advancements
Retro printing
Hybrid print

October/November

Ceramics and glass
Wood and leather
Getting into industrial
Point of sale
Thick substrates
Advances in inkjet
3D prototypes



We offer so much more....

We will work with you to get the best results. As well as from display advertising, we also offer a wide range of options, including:

- A wide range of Knowledge Sharing / Market Specific Handbooks
- Augmented reality covers
- Bellybands
- Bookmarks
- Contract publishing
- Copywriting, PR and editorial assistance
- Embedded video, audio and hyperlinks (yes in the printed page)
- Events, roundtables, seminars, conferences, training days and networking opportunities
- Gatefolds
- Inserts and outserts
- International Print Day
- Licensing and syndication
- List rentals and targeted e-mail blasts
- Market surveys and reports
- Opportunities within our Out of Print section including sponsorships, competitions and networking support
- Opted-in Email database of over 36,000
- PIGS – Print Industry Golf Society
- Print iT – Print and Design Schools' educational initiative.
- Printciples – networking and information
- Purl campaigns
- Registered postal database of over 28,000
- Roundtables
- Social media promotions
- Specialised front covers. We will work with you to show your products off to their best
- Sponsorships
- Ways to promote your latest technologies
- Website advertising and videos.

And, lots of other creative ideas to get you noticed – give us a call and we will explain more. We are here to help.

THE SOLUTIONS AWARDS

And, even more...

The Solutions Awards was born in 2014, and was heralded by guests and sponsors alike as 'the best industry awards ever,' 'the awards that all others need to take notice of as the way to do it', and 'undoubtedly the best event I have ever been to in this industry'. Very high praise indeed!

The aim of The Solutions Awards is to acknowledge companies and people who have developed 'solutions' to issues within their businesses or for their customers. This could be an innovative project, a cost saving exercise, or the production of a product that solved a problem for a client. Entrants tell us about the solutions that have been created and how best practice has been used, as well as customer service and creative thinking to obtain the best possible outcome.

The awards are very different to any others in the industry, and winners are voted for by their peers, customers, suppliers and even those outside the industry.

We have lots of sponsorship opportunities available, and we can tailor them to suit the needs and pockets of your company. So, you don't have to be a multi-national organisation to get involved – even small companies can support the event.

And, we have kept our pricing cost effective, we will deliver more and charge you less than similar industry events.

So get involved for 2021 with the event that everyone is talking about – and they will be talking positively about you too.

We promise The Solutions Awards 2021 is going to be even bigger and better, with even more surprises.

Benefits of sponsoring the awards include:

- Great brand extension and absolutely unrivalled chance to promote your company within the industry. The awards are backed by four UK industry titles – no other print awards are.
- Year long coverage in our magazines and on our websites. The awards are part of a major multi-channel marketing project – no other industry awards can promise that.
- These awards are about real life problems and providing solutions – no other industry awards do that.
- These awards are very different and organised in our informal, friendly and enjoyable Earth Island style – no other industry awards can promise that.
- The awards are the talk of the industry – and we can promise that you will be connected with all that positivity and goodwill.



Printciples



PIGS
The Printing Industry
Golf Society

**INTERNATIONAL
PRINT
DAY**

What you need to know



Double page spread

Trim 420 x 297mm

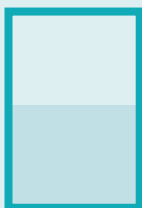
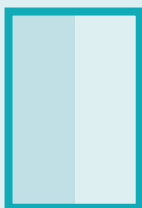
Bleed 426 x 303mm



Full page

Trim 210 x 297mm

Bleed 216 x 303mm



Half page vertical

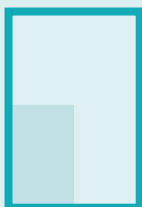
Trim 105 x 297mm

Bleed 111 x 303mm

Half page horizontal

Trim 210 x 149mm

Bleed 216 x 155mm



Quarter page strip

Trim 210 x 50mm

Bleed 216 x 56mm

Quarter page

Trim 105 x 149mm

Bleed 111 x 155mm

Other formats

Web banners

Long portrait – w980 x h205 pixels

Bound inserts

A4 plus 100 mm on the bound edge (saddle stitched)

3 mm on all edges (perfect bound)

Loose inserts

Can be up to 200 x 290mm

We would be very happy if you would provide us with a press ready pdf with all your images encapsulated (300 dpi), fonts embedded, transparencies flattened and artwork centred, in CMYK colour mode.

There also needs to be a 3 mm bleed on each edge. Please create your PDFs by distilling PostScript or eps files to minimise trapping.

If you have any problems, please just give us a call. We are here to help.

T: 01892 522563

M: 07711 004558

Rates

Advertising

Full page: £1500

Half page: £800

Quarter page: £500

Strip ad: £400

Double page: £2250

Front cover: £4500

Inserts

Single sheet

Loose: £1400

Bound in: £1600

Double sheet

Loose: £1650

Bound in: £1850

Special features and sponsorships. POA

Online advertising

Web banners

Online advertising:

Web banners: From £350 p/m

E-mail blast: £850

Social Media campaigns: From £500

Hyperlinked articles: From £500 p/6m

E-newsletter sponsorship: £600 p/m

Videos (creation and broadcasting): From £1000

Please call to discuss your requirements.

We have in-depth, informative and relevant features in every edition, covering pre-press, software, offset, digital, finishing, wide format, packaging, paper, design, multi-channel marketing, business efficiencies and more, following the market trends and readers requirements.

We are more than happy to discuss topics for articles with you and would like technical spec on new equipment as well as customer case studies where possible.

Copy deadlines are around the 20th of each month, with the magazines publishing in the first week of each month. Get in touch!

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**Ind
print.**

THE SOLUTIONS AWARDS



Let's work together!