

# KITCHENS & **BATHROOMS NEWS**

MEDIA INFORMATION

[kandbnews.co.uk](http://kandbnews.co.uk)

# KITCHENS & BATHROOMS NEWS

## editorial content

Kitchens & Bathrooms News is an award-winning magazine for professionals who design and specify these hardworking, yet superbly stylish, spaces. In a design-led style that directly connects with the creativity of the industry, it effortlessly blends news with expert views, product trends, and business advice.

Kitchens & Bathrooms News regularly interviews key figures in the industry, addresses 'headline-grabbing issues' and profiles leading suppliers and showrooms, to showcase best business practice. This is neatly tied together with the latest style, technological and ecological trends, to make sure designers and specifiers know what's available and what's coming to market.

On top of this, Kitchens & Bathrooms News also includes design, sales, marketing, financial and legal support. It guides readers and offers a point of contact to business experts.

Designed to be easy to navigate for dip in, dip out reading, Kitchens & Bathrooms News is sectioned into Kitchens, Bathrooms, Necessities (wall and floor covering, lighting and heating), as well as Business.

Put quite simply, it has been created to help retailers, architects, interior designers, property developers and merchants run their business. It helps them stay ahead in an ever-competitive marketplace.



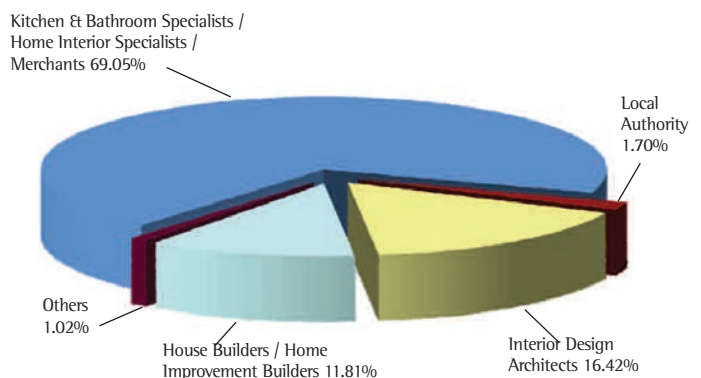


# market coverage

Kitchens & Bathrooms News gives advertisers the opportunity to reach the key decision makers, with a controlled circulation of **13,187** kitchen and bathroom retailers, architects, interior designers and housebuilders. It is independently audited by the Audit Bureau of Circulation (ABC).

The circulation breakdown benefits from Hamerville Media Group's vast experience in niche circulation control. It is precisely structured to deliver a highly-focused target audience of key industry buyers, with the added strength of third party verification.

The readers are both influential and responsive, keeping abreast of product and trend information through editorial and advertising, which creates an inspiring forum.



# dedicated sections

As well as in-depth reporting of industry news and events through stories, pictorial-led articles and analysis, **Kitchens & Bathrooms News** delivers, in detail, key information needed by professionals in the field.

## SUPPLIER PROFILE

Close-up view of manufacturers, distributors and importers. We focus on a company who is making waves in the market, highlighting what they are able to offer our readers in terms of product, supply and of course, service.



## READER PROFILE

Focus on accomplished bathroom and kitchen showrooms. The go-to section for retailers and merchants who want to be inspired and learn from the best, as well as for architects and interior designers looking for a 'high-street' supplier.



## TREND FEATURES

Market and design trends for products across bathroom, kitchen and necessities. It's a must-read for designers and specifiers wanting to explore existing sales and forecast future patterns across both newbuild and retail.



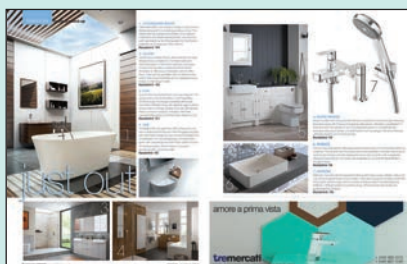
## COMPANY MATTERS

Business advice bringing expertise from outside the industry. Offering support for Small to Medium Enterprises (SMEs), providing guidance on topics such as design, sales, finance, management, marketing and legislation.



## JUST OUT

What it says on the tin, the very latest products available on the market. Just Out features across the kitchen, bathroom and necessity sections, offering designers and specifiers a broad spectrum of products needed to create these rooms.



## MOST WANTED

Highest requested products. Using **Kitchens & Bathrooms News** reader enquiry service, we showcase the highest reader-requested products from previous issues, providing them with a Most Wanted Award on a monthly basis.



# digital

## WEBSITE

Complementing the magazine, is the website [www.kandbnews.co.uk](http://www.kandbnews.co.uk), updated daily with news, products, features, polls and exclusive in-house videos. It is an interactive platform, embracing digital as an essential part of the editorial mix.



## SOCIAL MEDIA

Kitchens & Bathrooms News also delivers across social media platforms, which are linked to our website. Kitchens & Bathrooms News is active across YouTube, Pinterest and Twitter with around 7,400 followers of @kandbnews, which continues to grow rapidly and on a daily basis.



## E-NEWSLETTERS

Sent out every week, our newsletter has a reach of nearly 3,000 and is free to receive. It offers an update on the latest online activity, with a selection of cherry-picked stories from the website.

# ad rates

Space	Per Insertion	Type (mm)	Trim (mm)	Bleed (mm)
DPS	4400	260 x 400	297 x 460	303 x 466
Full Page	2400	260 x 200	297 x 230	303 x 236
1/2 Page DPS	2400	129 x 400	146 x 460	149 x 466
1/2 Page (H)	1300	129 x 200	146 x 230	149 x 236
1/2 Page (V)	1300	260 x 100	297 x 110	303 x 116
1/4 Page	750	129 x 96		
1/4 Page (H)	950	70 x 200	80 x 230	83 x 236
1/4 Page (V)	950	260 x 50	297 x 63	303 x 66

## COVER POSITIONS & HIGH PROFILE OPPORTUNITIES

Outside back: £3000; Inside front: £2900; Inside back £2750

Gatefolds, Bound inserts, Loose inserts and Specials: £POA

All adverts should be supplied as high res 300 dpi, CMYK pdfs, Tiffs or jpegs together with a colour proof.

## WEBSITE ADVERTISING RATES & MECHANICAL DATA

Position	Mechanical data	Rate
MPU	300w x 250h px	£650
Banner	728w x 90h px	£550

## E-NEWSLETTER MECHANICAL DATA

Banners	600w x 150h px	£400
Skyscraper	160w x 600h px	£400

## MAGAZINE CONTACTS:

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# KITCHENS & BATHROOMS NEWS

## features 2018

### **JANUARY**

Kitchen trends 2018  
Bathroom trends 2018  
Necessities trends 2018

### **FEBRUARY**

German kitchen furniture  
Wine chillers  
Walk-ins and wetrooms  
Kitchen lighting  
KBB Preview

### **MARCH**

Compact kitchens  
Showers  
Worktops

### **APRIL**

Cooling/freezing appliances  
Shower trays  
Virtual Reality CAD  
KBB report

### **MAY**

Hot water taps  
Dishwashers  
Small bathrooms

### **JUNE**

Concealed extraction  
Freestanding baths  
Audio Visual

### **JULY/AUGUST**

Connected appliances  
Bathroom furniture  
Radiators/towel warmers  
Hypernature: Natural effects

### **SEPTEMBER**

Built-in ovens  
Lifestyle kitchens  
Tiling alternatives  
Colour influences

### **OCTOBER**

German kitchen alternatives  
Induction hobs  
Luxury bathrooms  
Storage & movement components

### **NOVEMBER**

Gas hobs  
Laundry  
Digital bathrooms  
Bathroom accessories  
Sleep preview

### **DECEMBER**

Focal extraction  
Kitchen sinks  
Bathroom lighting  
Sleep report