

KITCHENS & **BATHROOMS NEWS**

MEDIA INFORMATION

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, with 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. The magazine even lists a monthly diary of industry training dates for readers who want to expand their knowledge.

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.



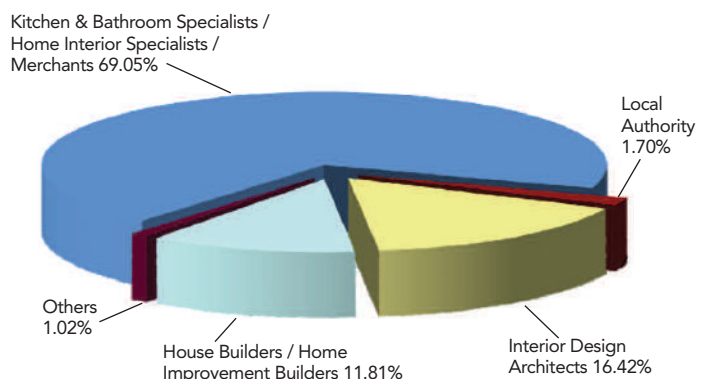


market coverage

Kitchens & Bathrooms News gives advertisers the opportunity to reach the key decision makers, with a controlled circulation of **13,735** retail and merchants, architects, interior designers and property developers. 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.



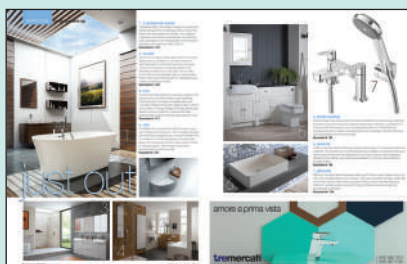
COMPANY MATTERS

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, 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 5,600 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

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KITCHENS & BATHROOMS NEWS

features 2016

JANUARY

Bathroom trends 2016
Kitchen trends 2016
Necessities trends 2016

FEBRUARY

Induction hobs
Freestanding baths
Tiling/wall coverings
Kbb Birmingham preview

MARCH

Toilet tech
Connected appliances
Open plan kitchens
Kitchen lighting

APRIL

Premium bathroom suites
Fridges/freezers
Radiators/towel warmers
Kbb Birmingham report

MAY

Two-tone kitchens
Kitchen taps
Spa-like showers
Audio visual

JUNE

Steam ovens
Space-saving suites
Quartz worktops

JULY/AUGUST

Cooker hoods
Bathroom furniture
Storage and movement

SEPTEMBER

Pyrolytic ovens
Laundry
Bathroom brassware
Underfloor heating

OCTOBER

Range cooking
Shower enclosures
Mirrors/mirrored cabinets
100% Design preview

NOVEMBER

Dishwashers
Curved kitchens
Bathroom accessories
100% Design report
Sleep preview

DECEMBER

Gas hobs
Kitchen sinks
Bathroom lighting
Sleep report