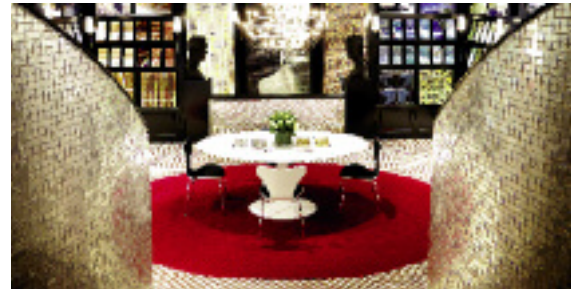


the business

essential to the kitchen & bathroom industry



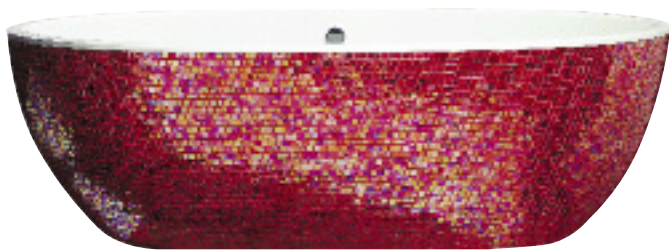


Welcome to **essential kitchen & bathroom business**. It's a fresh dimension in b2b publishing, providing a heady combination of hard-hitting news and cutting-edge design. The 80-page monthly magazine is targeted at kitchen and bathroom retailers; manufacturers and distributors; designers and architects, and specifiers of new-build and regeneration projects. Its aim is to both inform and inspire in one dynamic package. The content reflects the enthusiasm and expertise of an energetic and design-rich industry with upbeat, inspirational editorial, photography and imaginative design and typography.

The magazine delivers the news, views, and industry comment. We applaud retailer excellence with case studies and profiles; we put designers in the spotlight; highlight industry issues, and feature the coolest new arrivals, hot from the manufacturer. All this backed up by in-depth inspirational product features. The editorial team is dedicated to the pursuit of emerging design trends, upcoming colours and styles, novel interpretations on materials as well as exciting techno advances.

essential kitchen & bathroom business also tackles thorny industry issues, and reports on the whys and wherefores behind the news. We meet the movers and shakers. We ask the questions our readers want answering! We're committed to making your kitchen and bathroom business *our* business.

Gae Ratcliffe
Editor
gae.ratcliffe@burdamagazines.co.uk



frequency

essential kitchen & bathroom business is published 12 times per year

readership

essential kitchen & bathroom business boasts a 70% editorial content, giving advertisers a huge advantage over our nearest competitors and creating maximum impact for their brand

controlled circulation - terms of control in audit period

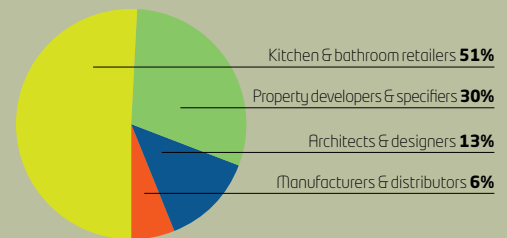
Managers, chairmen, managing directors, owners, directors, buyers, designers and sales and marketing personnel within kitchen, bathroom, and interior related retailers, manufacturers and distributors. Directors, buyers, contractors, developers and other individuals working in the specification or purchasing of kitchen and bathroom installations for property development and house building companies. Architects, architectural technicians and interior designers in architectural practices and interior design companies and personnel working within other areas of interior design and kitchen and bathroom installation. Also to individuals within consultancies and PR agencies and Agents



ABC audited readership figures

Total net circulation **10,930**
Analysis for the audit issue cover dated November and distributed 30th October 2008

Total average net circulation per issue **11,076**
1 January 2008 to 31 December 2008



ek&bbusiness has been on Ideal Standard's advertising schedule since the launch. The magazine has an excellent quality of editorial content, along with a good circulation and design. We will continue to use it for 2008

Jenny Williamson Ideal Standard International



Since the **ek&bbusiness** launch at KBB in Jan 2006, I have continued to read and support the magazine. Since it works well to showcase the Neff brand, as well as offering the highest quality editorial, I will continue to support the magazine throughout 2009. Well done to the **ek&bbusiness** team, and I look forward to receiving the next issue!



Hannah Watson Neff

advertisement terms and conditions

1. The Publishers (Hubert Burda Media UK) shall have at their absolute discretion the right to omit, suspend or change the position of any advertisement accepted for insertion. **2.** The said Publishers have the right to make any alterations they consider necessary or desirable in an advertisement or to require any copy to be amended to meet their approval. Failure to supply suitable advertising copy by the stipulated deadline as per the dispatched advertisement booking confirmation shall result in the automatic cancellation of the relevant advertisement space and a cancellation surcharge of 100% of the cost of the advertisement being applied. **3.** The said Publishers will not be responsible for any error in the insertion of or omission to insert any advertisement or for any damage or loss of any artwork or other material supplied for the purpose of advertisement. **4.** The said Publishers shall have the right to change their scale of advertisement rates at any time. **5.** The said Publishers state that notice of cancellation of advertisements received more than 21 working days prior to copy deadline shall carry no surcharge. Cancellations received between 14 and 7 working days prior to copy deadline shall incur a 50% cancellation surcharge. Those cancellations received 6 working days or less prior to copy deadline shall incur a 90% cancellation surcharge. **6.** The advertising agency or advertiser submitting the advertisement shall indemnify the said Publishers in respect of costs, damages or other charges falling upon them as a result of legal actions or threatened legal actions arising from the publication of the advertisement in accordance with the copy instructions supplied to the said Publishers by the agency or the advertiser. In any case where a claim is made against the said Publishers and the agency or advertiser may ultimately be liable under the terms thereof, notice in writing shall be given in order that consultations shall take place before any expense is incurred or the claim is settled, defended or otherwise disposed of to his detriment. **7.** The said Publishers shall make a surcharge of 3% of the cost of any advertisement for which payment has not been received on or before the last day of the month following that in which the advertisement appears provided that the account has been dispatched on or before the tenth day of the month following that in which the advertisement appears and provided also that voucher copies or tearsheets have been dispatched (where this is normal practice) or otherwise made available on or before the tenth day of the month following in which the advertisement appears. **8.** The cost of an advertisement shall imply the cost of advertisement space and the said surcharge should be applied only to such cost. **9.** These conditions shall not imply a requirement to supply voucher copies or tearsheets in respect of classified advertisements. **10.** The placing of any order for the insertion of any advertisement shall amount to an acceptance of the above conditions and any condition stipulated on an agency's order form or elsewhere by an agency or advertiser shall be void insofar as they are in conflict with them. In these Conditions the word dispatched shall mean dispatched by post.

| ADVERTISEMENT SIZE/COLOUR | COST PER INSERTION | | |
|------------------------------|--------------------|-------|-------|
| | 1 | 6 | 12 |
| DPS COLOUR | £5375 | £5095 | £4845 |
| FULL PAGE COLOUR | £3225 | £3065 | £2895 |
| HALF PAGE COLOUR | £1945 | £1845 | £1755 |
| QUARTER PAGE COLOUR | £1125 | £1065 | £995 |

| MECHANICAL SPECIFICATIONS | | | |
|---------------------------|----------------|----------------|-----------------|
| SIZE | Trim size (mm) | Type area (mm) | Bleed area (mm) |
| DPS | 340H X 480W | 314H X 462W | 346H X 486W |
| FULL PAGE | 340H X 240W | 314H X 216W | 346H X 246W |
| HALF PAGE (H) | 170H X 240W | 155H X 216W | 173H X 246W |
| HALF PAGE (V) | 340H X 115W | 314H X 106W | 346H X 118W |
| QUARTER PAGE | 170H X 115W | 155H X 106W | 173H X 118W |

| NUMBER OF INSERTIONS | COST PER INSERTION | | | |
|-----------------------|--------------------------------|-------|-------|-------|
| | 1 | 3 | 6 | 12 |
| Essential Showcase | £225 | £195 | £180 | £165 |
| Essential Recruitment | | | | |
| FULL PAGE | £2995 | £2695 | £2495 | £2200 |
| HALF PAGE | £1495 | £1395 | £1295 | £1150 |
| QUARTER PAGE | £895 | £795 | £750 | £700 |
| OTHER | £25 per column cm | | | |
| Essential Directory | £30 per column cm | | | |
| 4cm x 1 column (51mm) | £120 | £105 | £95 | £80 |
| 7cm X 1 column (51mm) | £210 | £190 | £175 | £140 |
| 9cm X 1 column (51mm) | £270 | £245 | £225 | £180 |
| Loose inserts | £120/1,000 (subject to weight) | | | |

formats

QuarkXpress up to version 6.5
All fonts used in QuarkXpress EPS files must be supplied
 Illustrator up to version 10
 Freehand up to version 10
 Photoshop up to version CS2
 4-colour pics cmyk eps/jpeg
 Mono pics eps or tiff/jpeg
 Text Word up to version 98
 Hi-Res PDF or Pass for Press PDF
When supplying files please ensure all necessary fonts and graphics are included
 Disk types accepted CD Rom/DVD
 Communications ISDN: 01206 853435

display

classified

essential kitchen & bathroom business

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www.ek&bbusiness.co.uk



our sister publication

The Essential Kitchen Bathroom Bedroom Magazine is a market leading national title, established in 1994 which showcases the very latest innovations in both design and technology.

EKBB is a niche market title which anticipates future trends within the kitchen bathroom and bedroom areas of the home.

EKBB provides inspiration and a vital reference point to AB readers who are the point of purchase for superior quality products within this market.

