



CLADglobal.com

Ratecard



Build your business with CLAD

CLAD brings together leisure architects and designers, investors and developers to collaborate, inspire and do business

What does CLADglobal do?

It's a media company making magazines, websites and books to connect and unite people in the CLAD community.

What's the purpose of CLAD?

The Community of Leisure Architects and Designers champions the work of leisure architects and designers and raises their profile and status with investors and developers. CLAD enables productive collaboration between all areas of leisure: arts & culture, museums & heritage, hotels & hospitality, spa & wellness, sport & recreation, health & fitness, attractions & entertainment, greenspace, urban regeneration and retail.

Why is it needed?

- Leisure architects and designers are making some of the most exciting buildings on the planet. We believe they deserve recognition.
- People in these sectors aren't connected. CLAD makes powerful connections for mutual benefit.



Why leisure?

Leisure is the fastest growing industry in the world. Global business opportunities are significant and substantial.

How can CLAD help my marketing?

- If you sell to leisure architects and designers, CLAD gives you unique and unparalleled access to this global community, with its significant spending power.
- If you're a leisure architect, designer or experience designer, CLAD will get you noticed by developers and investors.

Who's in the community?

- Architects & designers
- Investors and developers
- Operators
- Consultants
- Urban planners
- Suppliers and makers
- Property professionals

Market sectors

- Arts & culture
- Museums & heritage
- Sport & recreation
- Health & fitness
- Attractions & entertainment
- Greenspace
- Urban regeneration & retail

CLAD's portfolio

CLADmag

The glossy magazine which talks to the people making things happen in leisure architecture and design. CLADmag is published every quarter.

CLADweek

CLADweek is the news magazine for the CLAD community. It has an innovative, photo-based format.

CLADglobal.com

CLADglobal.com is updated round the clock with industry news. It's also the portal for CLAD's social media feeds on Twitter, Facebook, Pinterest, Flipboard, LinkedIn, Instagram and google+.

CLADbook

The annual CLADbook celebrates the best of CLAD. Contents include the CLAD Foresight™ trends report, Development Pipeline, Movers & Shakers, research and analysis.

CLAD-kit.net

The search engine for specifiers with daily product news. Includes complimentary news for Powerpack customers.

Your promotional options

Rates

You can build a campaign from our a la carte menu of media promotions which are shown below, or we can build you a Powerpack using these elements to spread your payments and earn you substantial discounts.

CLADmag

| | |
|--|-------------|
| Full page, one issue | £1997 |
| Full page, four issues <i>rate per insertion</i> | £1597 |
| Double page, one issue | £3548 |
| Double page, four issues <i>rate per insertion</i> | £2694 |
| Profiles (2, 3 or 4 pages) | from £3,489 |
| Gatefold cover + first spread (4 pages) | £7988 |
| Gatefold cover (3 pages) | £5991 |
| First spread | £3994 |
| Inside front cover (Full page) | £2300 |
| Inside back cover (Full page) | £2300 |
| Back cover | £2300 |

CLADweek *Prices per insertion*

| | Full page | Double page |
|-----------|-----------|-------------|
| 52 issues | £500 | £843 |
| 26 issues | £719 | £1212 |
| 13 issues | £958 | £1616 |
| 6 issues | £1277 | £2155 |
| 1 issue | £1597 | £2694 |

CLADglobal.com

| | | |
|---------------------|------------|------------|
| Website sponsorship | POA | |
| Leader board | £750/month | £7200/year |
| Square | £521/month | £5000/year |
| Advertorial | £400/month | £3840/year |
| CLADdirectory | £480/year | |
| Video | £500/month | |
| Catalogue gallery | £1997/year | |

CLADbook

Sponsorship options:

| | |
|--|--------|
| Book sponsor | £12000 |
| Book section sponsor | £4000 |
| CLADbook website sponsorship | POA |
| Bookmark | £2,900 |
| Company Profile | £2290 |
| Includes one page editorial & facing page advert | |
| + Add an Online profile for | £570 |

Advertising:

| | |
|--------------------------------------|-------|
| Full page | £1580 |
| Double page | £2820 |
| + Add video on Digital Turning Pages | £300 |

Powerpacks

Powerpacks are high-impact campaigns designed to support you in achieving your business aims. They include promotions in every marketing channel and command substantial discounts. From £500/month.

EXAMPLE ONE

£533 per month

| | |
|---|--|
| <ul style="list-style-type: none"> ■ CLADweek: Full page x 3 ■ CLADglobal.com: Advertorial x 1 CLADdirectory x 12 | <ul style="list-style-type: none"> ■ CLADbook: Profile Online Profile x 12 months ■ CLADkit: Directory x 12 months |
|---|--|

EXAMPLE TWO

£1203 per month

| | |
|--|--|
| <ul style="list-style-type: none"> ■ CLADmag Full page x 2 ■ CLADweek Full page x 4 ■ CLADglobal.com Square x 6 Advertorial x 2 CLADdirectory x 12 | <ul style="list-style-type: none"> ■ CLADbook Company Profile Online Profile x 12 months ■ CLADkit Directory x 12 months |
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EXAMPLE THREE

£1653 per month

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|---|--|
| <ul style="list-style-type: none"> ■ CLADmag: Full page x 4 ■ CLADweek: Full page x 3 DPS x 1 ■ CLADglobal.com: Leaderboard x 2 Square x 6 Advertorial x 2 CLADdirectory x 12 | <ul style="list-style-type: none"> ■ CLADbook: Company Profile Online Profile x 12 months DPS x 1 ■ CLADkit: Square 6 months Directory x 12 months |
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EXAMPLE FOUR

£2745 per month

| | |
|--|---|
| <ul style="list-style-type: none"> ■ CLADmag: DPS x 4 ■ CLADweek: Full page x 4 DPS x 4 ■ CLADglobal.com: Leaderboard x 6 Square x 12 Advertorial x 4 CLADdirectory x 12 | <ul style="list-style-type: none"> ■ CLADbook: Company Profile Online Profile x 12 months DPS x 1 ■ CLADkit: Square 12 months Directory x 12 months |
|--|---|

Powerpacks can include other CLAD promotions. Turn to the back cover to view the complete range of promotions



Community of leisure architects & designers

CLADmag

Please supply artwork as PDF/X-1a

Full page

235 x 300mm trim size
(241 x 306mm bleed size)

Double page

470 x 300mm trim size
(476 x 306mm bleed size)

Profiles

Researched and written by a journalist.
The price covers writing, editing and proofing. Photographs need to be supplied as JPEGs, 300dpi at A5.

COVERS

Gatefold + first spread

Supplied on request

Inside and outside back covers

235 x 300mm trim size
(241 x 306mm bleed size)

CLADweek

Please supply artwork as PDF/X-1a

Full page

210 x 268 mm trim size
(216 x 274 mm bleed size)

Double page

420 x 268mm trim size
(426 x 274mm bleed size)

CLADbook

Please supply artwork as PDF/X-1a

SPONSORSHIPS

Book sponsor

420 x 268mm trim size
(426 x 274mm bleed size)

Book section sponsor

210 x 268 mm trim size
(216 x 274 mm bleed size)

Bookmark

Inserted into every printed copy of CLADbook. Bespoke design.

Company profile

Copy written by you to a set format.
Submit at CLADglobal.com/profile

+ Full page

210 x 268 mm trim size
(216 x 274 mm bleed size)

+ Online profile

Print profiles are placed on CLADglobal.com and can be viewed via links on all pages except the home page

ADVERTISING

One page

210 x 268 mm trim size
(216 x 274 mm bleed size)

Double page

420 x 268mm trim size
(426 x 274mm bleed size)

CLADglobal.com

Leader board

960 x 85 pixels. Can be animated.
Premium home page position

Square

277 x 300 pixels. Can be animated.

Advertorial

200 words, image 700x560 pixels.

CLADdirectory

320 x 116 pixels Directory boxes.

Video

Spec supplied on request

Catalogue gallery

Please supply high resolution PDF with all pages the same size.

Other options

Other CLAD advertising options are available. Ask your account manager for details

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