

JOURNAL OF
Trading Standards

MEDIA PACK

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Media Pack



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For all advertising enquiries please contact the Journal of Trading Standards sales team on:

01268 582 221

sales@journaloftradingstandards.co.uk

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Introduction

Media Pack

01

The **Journal of Trading Standards** is the flagship publication of the Chartered Trading Standards Institute (CTSI), representing UK trading standards professionals across local authorities, business and consumer sectors and central government.

The brand will help communicate the key issues affecting consumer protection and trading standards through a coherent and connected, truly multi-platform approach.

[Continue to Magazine](#) →

Magazine

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The Journal of Trading Standards is published in print form twice yearly, with editions in May and December.

The magazine combines articles from academics and barristers, with input and insight from the trading standards profession's leading lights, alongside deep, analytical features from our team of seasoned business journalists and regular columns from experts in consumer affairs.



AD



[Continue to Website](#) →

Website

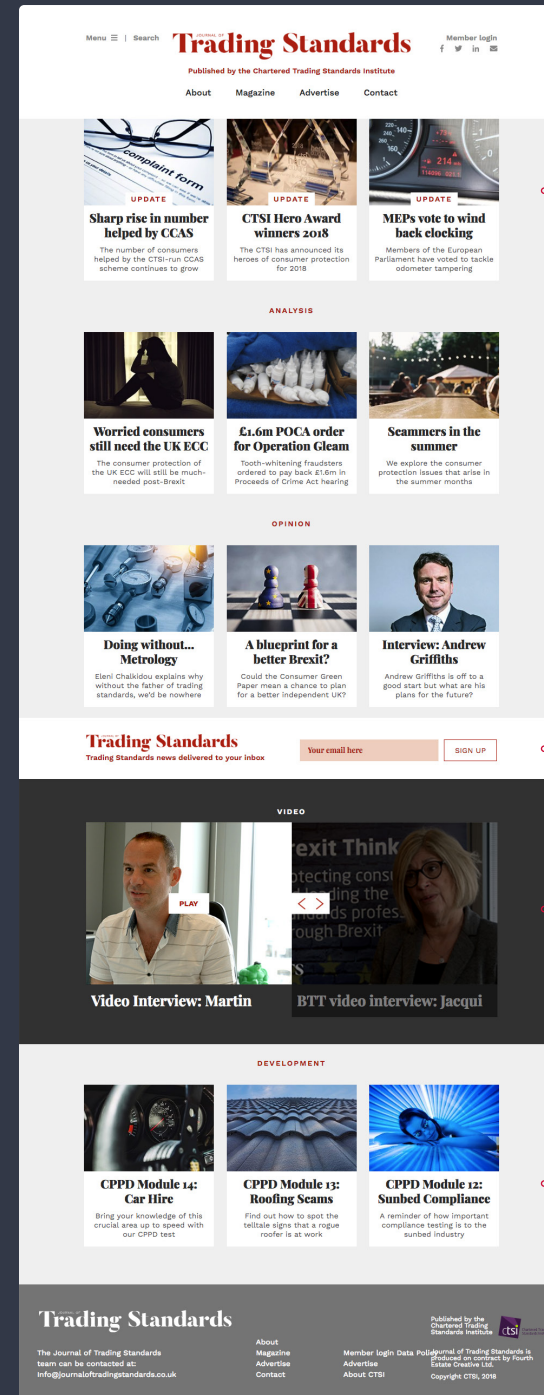
Media Pack

The Journal of Trading Standards website is designed to take the key content directly to readers, wherever they are.

With a responsive layout that works seamlessly across desktop, tablet and mobile devices, and timely, clear and accessible information, the site will provide regular updates, analysis and viewpoints in text and video format across 14 key categories:

Website categories

- Consumer goods & services
- Product recalls
- Retail
- Property & housing
- Legal & policy
- Brexit
- Counterfeit & dangerous goods
- Crime
- Health & safety
- Food & drink
- Media, communications & entertainment
- Automotive
- Academic Research
- Inside trading standards
- CPPD



Responsive grid design

Newsletter sign up banner

Homepage video section

Professional development

Mission

Media Pack

04

The CTSI defines the conversation around consumer protection and trading standards.

Thanks in part to the looming presence of Brexit, shortfalls in resources for public services and growing concern around the consumer protection landscape, these debates will only become more prominently public.

The Journal of Trading Standards will take the lead in communicating not only to CTSI members and the wider profession dispersed across the UK, but to a broad audience of interested professionals and businesses.

Like finance, law or IT, compliance should be an indispensable support service, underpinning best practice for every company and organisation, the Journal of Trading Standards will help to show why.

Continue to Audience →

Audience

Media Pack

The Journal of Trading Standards is read by a wide range of influential professionals, covering every part of the UK, from local authority trading standards officers and managers, to major private sector business leaders, lawyers, university professors, MPs, Lords and other senior government representatives.

Copies go out to many of the country's major institutions, organisations, agencies and associations and even directly to the Houses of Parliament.

Circulation

Member Subscribers:	2,130
Houses of Parliament:	1,600
Managed Free:	1,000
Total:	4,730

Total Readership Estimate **9,460**

Clients

Media Pack

The Journal of Trading Standards is a great showcase for any business that wants to express their support for creating a safe, healthy, fair and honest business environment.

The brand gives access to, and engagement with, a powerful, influential, niche audience that is hard to reach in any other way.

We're proud to have had advertising and sponsorship from some prestigious organisations and companies including:



Advertising Rates

Media Pack

07

Print Display

Inside Front Cover	£995
Inside Back Cover	£900
Outside Back Cover	£1,050
Full-Page Advertisement (other special position)	£895
Full-Page Advertisement (ROP)	£850
Design and Build	£250

We also offer sponsorship of some of our key content to like-minded organisations and companies that want to demonstrate their support for our mission and take advantage of the benefits of association with our trusted brand in strengthening their profiles.

Please contact our sales team for more details at:
sales@journaloftradingstandards.co.uk.

Web Display

Homepage Leaderboard	£475
Homepage Roadblock	£900
Section Page Leaderboard	£350
Section Page Roadblock	£500
Mid-Page Leaderboard	£275
Design and Build	£250

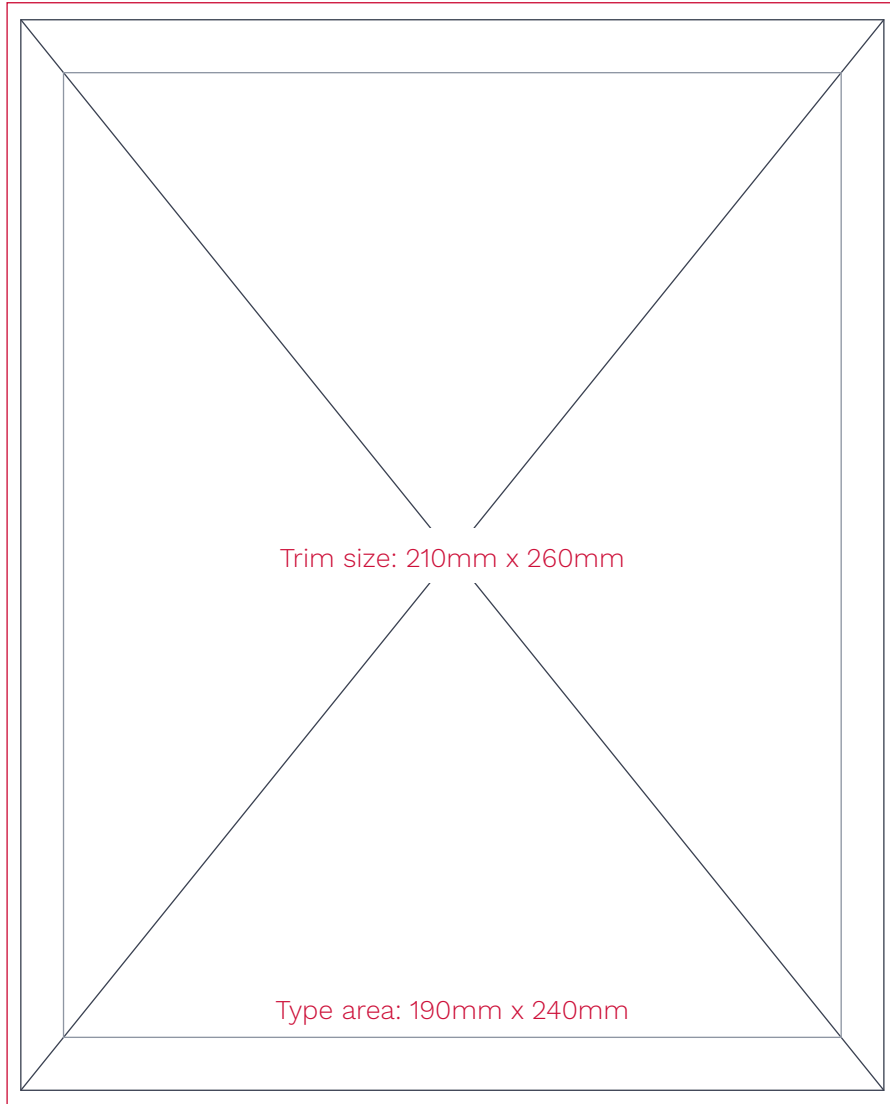
[Continue to Specifications - Print](#) →

Specifications - Print

Media Pack

08

Full Page



Bleed size: 216mm x 266mm

Half Pages

Half page landscape 170mm x 115mm

Half page portrait 80mm x 223mm

File Specifications

Files must be in PDF format with trim marks, registrations marks and 3mm of bleed

PDF/X-1a:2001

PDF files must be produced at 300dpi at 100% size

PDF files must be produced in CMYK

Files under 10mb can be emailed to:

production@journaloftradingstandards.co.uk

Files over 10mb can be transferred to us via WeTransfer

Notes

Continue to Specifications - Web →

Web Banners

All web banners need to be created at three different sizes to run across the responsive site:

Small (for phones - screens smaller than 768px wide): 450px x 150px

Medium (for tablets - screens equal to or greater than 768px wide): 768px x 150px

Large (for laptops and desktops - screens equal to or greater than 1200px wide): 1200px x 150px

For dynamic web banners please contact production@journaloftradingstandards.co.uk

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