

## MEDIA INFORMATION: Department Store Buyer



## INSPIRE NEW BUSINESS

With a readership that includes top *buyers* and *executives* at **every UK department store**, DSB magazine is the **ideal** medium to showcase your products and services. The DSB team is dedicated to providing readers with an insightful information source, incorporating lead stories on the latest issues and *trends* in the retail sector. Readers have the chance to explore **new products launches**, event specials and specific product features. In a retail sector spending *billions* every year, DSB is an **essential medium** to maintain and expand UK sales.

### TARGET READERSHIP PROFILE

DSB is targeted to every buyer and senior executive at every department store in the UK. Enabling you to tap into the most lucrative buying teams in the British retail sector.

John Lewis  
Debenhams  
House of Fraser  
Selfridges  
BHS  
Harvey Nichols  
Fenwick  
TJ Hughes

Co-Operative  
Alders Croyden  
Hoopers  
Marks & Spencer  
Harrods  
Jarrod & Sons  
Fortnum &  
Mason

Beales  
Morley Stores  
W Boyes  
Owen Owen  
Argos  
Liberty

45% DEPARTMENT STORE BUYERS  
17% WHOLESALER/AGENT/OEM  
15% DEPARTMENT STORE GENERAL MANAGERS  
10% MAIL ORDER BUYERS  
8% MAIL ORDER MANAGING DIRECTORS  
4% OTHER



### DEPARTMENT STORE BUYER

As the only publication to cover the department store product range, DSB offers you access to a *captivated* readership of highly **active** buyers and decision makers. Our team is committed to providing *essential* product information, trend analysis and industry news. Readers rely on our *experience* and ability in matching our product to the needs of the marketplace.



### DISPLAY ADVERTISING

Through cutting edge design, a fresh and informative editorial style, and concise product delivery, DSB allows you to showcase your products to a captivated audience of key decision makers in the industry favourite and reap the rewards of improved brand awareness and an expanding customer portfolio.

# EDITORIAL FEATURES LIST

Every issue includes our regular features in addition to the product features in the issue dates listed below. Our regular features include industry news, diary dates, exhibition show guides and reviews, new products, interviews and much more.

■ Please send your press releases to [dsb@onecoms.co.uk](mailto:dsb@onecoms.co.uk)

## January - February

- Beauty & Skincare
- Housewares
- Giftware

## May - June

- Childrenswear
- Womenswear
- Retail Solutions

## September - October

- Technology & Appliances
- Outdoor Products
- Fashion Accessories

## March - April

- Toys & Games
- Stationary, Card & Wrap
- Baby Products

## July - August

- Home Interiors
- Collectables, Glass & China
- Menswear

## November - December

- Footwear
- Jewellery
- Kitchen

### ADVERTISING RATES (EFFECTIVE AS OF 2011)

Display	1	3	6
Colour DPS	£1300	£1250	£1200
Full page colour	£750	£700	£650
Full page mono	£720	£670	£620
Half page colour	£450	£420	£390
Half page mono	£430	£400	£380
Quarter page	£290	£270	£250

Product placement (colour separation charge)

Picture and 50-200 word	£130
+ Logo	£30

Product showcase directory

Picture and 50-200 words (3 issue minimum)	£165
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Classified	1	3	6	12
Single colour centimeter	£15	£12	£10	£8

Web guide

6 Issues	£270	£45 Per Issue
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### TERMS OF BUSINESS

All orders are strictly subject to Media One Communications Limited terms and conditions. A copy is available on request.

MECHANICAL DATA (mm)	Bleed	Trim	Type
DPS	303x426	297x420	n/a
Full page	303x216	297x210	280x190
Half page (L)	n/a	n/a	130x190
Half page (P)	n/a	n/a	280x90
Quarter page	n/a	n/a	130x90

### ARTWORK

Artwork should be supplied on a mac compatible CD as a postscript, *adobe acrobat* or *QuarkXPress* document with fonts and high resolution images supplied. A colour proof should also be supplied for our reference. Any extra work will be charged for at cost.

### CANCELLATION POLICY

■ Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space.

■ A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement.

■ A series booking which attracted a series discount must run for a minimum of 50% of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.



With a range of publications focused on the retail sector, including Department Store Buyer magazine, the Department Store Yearbook, Garden & Hardware News, and a strengthening online presence, Media One Communications has a wealth of experience both in terms of publishing and the retail market. From yearbooks and magazines to online news sites, our evolution in the publishing sector has built a loyal customer base and a dedicated readership who return time and time again for knowledgeable, intelligent information, strengthening our stance in the sector.



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