

fireplace

specialist magazine

2025 MEDIA PACK



ABOUT THE MAGAZINE

FIREPLACE SPECIALIST: NOW IN ITS 44th YEAR!

After more than four decades of bringing news and features to the fireplace industry, Fireplace Specialist is now the longest running established publication in the sector. In that time, it has become recognised as the trade publication retailers subscribe to.

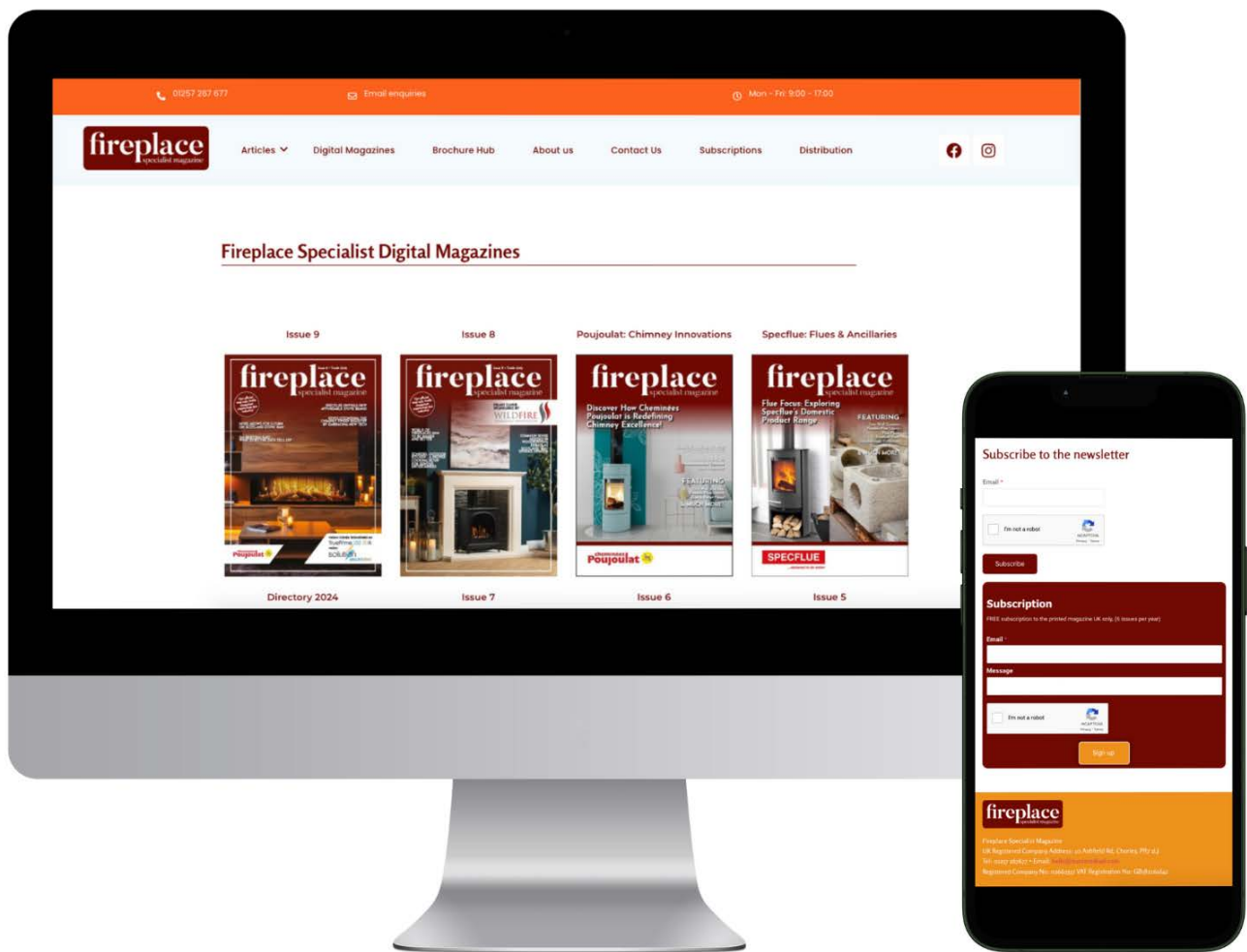
Recently taken over by specialist trade magazine publisher, Euromedia Associates Ltd, Fireplace Specialist Magazine has been through a complete revamp both in print and digitally.

Our aim is to raise awareness of your company and products to a much wider audience, so in addition our usual print run to a readership of more than 7,800 every two months, we will be emailing 8,600 digital copies of the magazine to the UK and Ireland database with the idea of increasing your customer portfolio and potential sales.

Issues are published bi-monthly, resulting in 6 issues a year alongside an annual Directory and an annual Wall Planner.



The official
and only trade
magazine
supporting the
industry!



WHY ADVERTISE WITH FIREPLACE SPECIALIST?

Fireplace Specialist magazine is directly sent to sector procurement managers responsible for purchasing large orders of stock at fireplace retailers across the country. The website is read by thousands working in the industry and associated businesses.

Advertising with Fireplace Specialist Magazine gets your business in front of the eyes that matter so that you can be confident that your product or service is getting the exposure it needs with the right audience.

Our friendly sales members can advise you on the best options for marketing your business using our range of print and online publications or digital products. Our production and design department will take over to help you when the time comes to supply your artwork, making the whole experience as stress-free as possible.

DISTRIBUTION

Fireplace Specialist has a readership in excess of 7,800 copies per issue mailed to active buyers in the following:

Fireplace Retailers	48%
Renovators	12%
Architects	10%
Interior Designers	7%
Installers	6%
Council Refurb	6%
Developers	4%
Miscellaneous	4%
'The Sheds' (B&Q etc)	3%

The magazine is also distributed at shows attended in the UK and Europe promoting your company and products to a wider and receptive audience.

Your products can also be promoted by way of fliers or brochures inserted within the magazine

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ADVERTISING RATES



- Discounts are available for series bookings
- Advertisement cost is not subject to editorial entry
- All prices are subject to VAT

A4 Page	£1200 +vat
Half Page	£600 +vat
Quarter Page	£300 +vat
Eshots (once a week for 4 weeks)	£500 +vat
Company videos on our website	£600 +vat
Company bespoke e-magazine	£1500 +vat



THE FIREPLACE SPECIALIST DIRECTORY

The Fireplace Specialist annual Directory is published every January and runs for 12 months. It is sent directly to Fireplace Retailers throughout the UK/Ireland. It is an A5, hard copy directory with a digital version which is on our website for 12 months and promoted within all digital newsletters throughout the year.

A5 Page	£1300 +vat
Half Page	£750 +vat
Quarter Page	£350 +vat
Enhanced Listing	£250 +vat



- The Directory runs for 12 months
- The Directory is promoted on digital E-shots and newsletters throughout the year
- E-shots go out to our database of 8600
- Has a readership of 7500
- Digital version on our website for 12 months
- Enhanced listings include highlighted listings with live links to your website
- All adverts are full colour and include interactive links to your website

PLEASE SEE THE LINK BELOW
TO THE CURRENT DIRECTORY

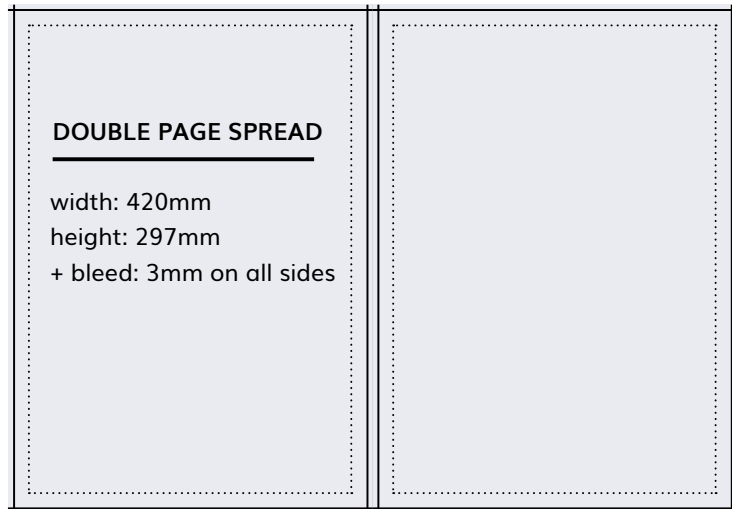
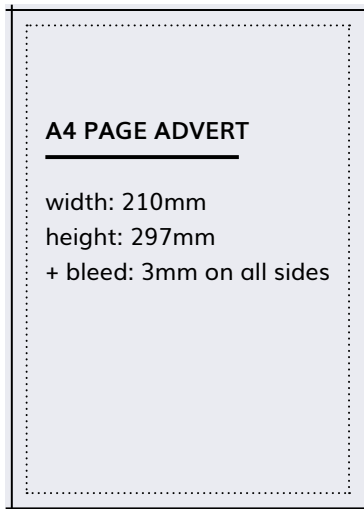
<https://fireplacespecialistmagazine.co.uk/3dissue/fireplace-directory-2024/>



*Covers
available
on request

A4 SPECIFICATIONS

Printed Magazine



All artwork should be supplied in CMYK at **300dpi**

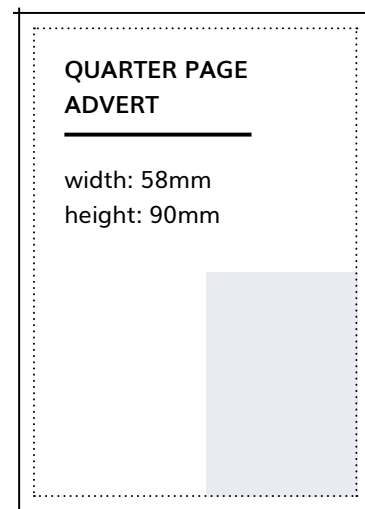
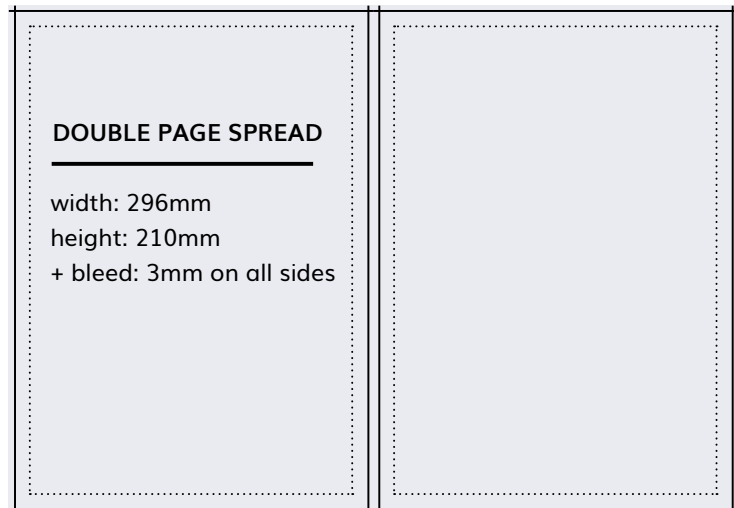
All artwork should be supplied as a **High-Resolution PDF**

All artwork should be supplied by the copy date advised and sent to **jackie@euromediaal.com**

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A5 SPECIFICATIONS

Printed Directory



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EDITORIAL SPECIFICATIONS



Images are to be supplied as **High-Resolution JPEGs**

Editorial to be supplied as either a **word document, PDF** or in the **body of an email**

Please note that **logo's** are not permitted within editorial

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ONLINE BESPOKE MAGAZINES

Fireplace Specialist offers advertisers the chance to showcase their brand, services and products through digital bespoke magazines.

These digital magazines are presented on our website, emailed out to our subscribers, included on monthly newsletters and promoted on social media channels. This guarantees that your brand will be seen by the right people within the industry.





CONTACT

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