

LAUNCHING AT SPRING FAIR, FEBRUARY 2011
www.giftwarepro.com

GiftwarePro

BUSINESS INTELLIGENCE AND TRENDS FOR BRITAIN'S LEADING GIFTWARE PROFESSIONALS

NEWS

TRENDS

**BUSINESS
ADVICE**

TRADE SHOW
COVERAGE

**EXCLUSIVE
INTERVIEWS**

MEDIA PACK
2011

LAUNCHING AT
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WITH A MASSIVE
CIRCULATION OF
**25,000
COPIES!**

ABOUT THE MAGAZINE

GiftwarePro is a one-stop source for breaking news, comment, trading insight and buying inspiration, serving the multi-billion pound British giftware industry. As the UK's only MONTHLY magazine and daily-updated website, it covers the latest global gift trends; expert business advice from retailers, wholesalers and designers; facts and figures on the state of the industry; and a forum in which all opinions can be aired and heard.

GiftwarePro is an invaluable partner to anybody with an interest in profiting from the sale of gifts. Covering the entire supply chain from design and manufacture to independent and national retailers, we are constantly uncovering business models and ideas that you can tap for profit.

We have taken a fresh approach to circulation, cutting down the barriers to essential business information by making the magazine and website content free to all industry professionals. Each month our magazine is posted to 11,000 key influencers in the UK giftware industry, ensuring our messages are received by those who matter.

To keep our readers informed around the clock, GiftwarePro.com is packed with vital breaking news, information and analysis – updated every day and promoted to giftware professionals via e-mail and mobile phone news alerts.

In short, GiftwarePro is an essential business tool for every giftware professional in the UK today.

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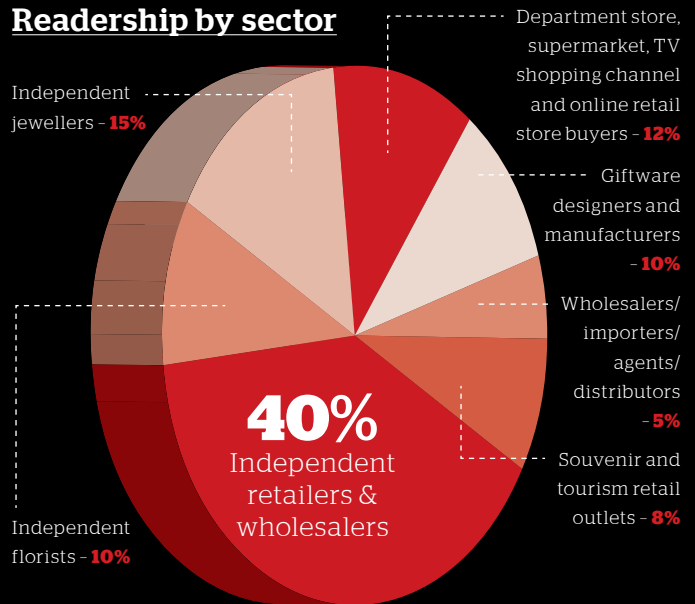
GIFTWAREPRO 2011 HIGHLIGHTS:

- 11,000 copies – the highest of any UK giftware magazine.
- Unique circulation to independent florists and independent jewellers.
- The UK's first and only monthly giftware magazine.
- GiftwarePro.com updated every day with breaking news, opinions and analysis.

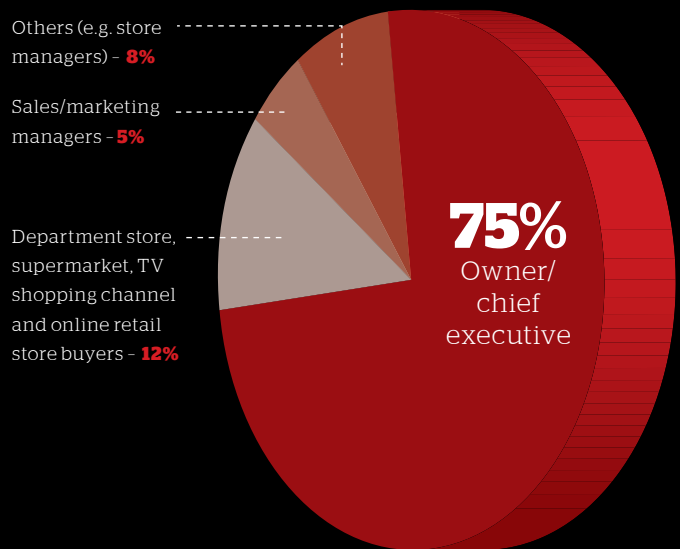
READER PROFILE

GiftwarePro has a controlled and qualified circulation made up of retailers, manufacturers, wholesalers, agents and service providers. Our circulation of 11,000 industry professionals are all key influencers and decision makers within the British giftware industry.

Readership by sector



Readership by job function



11,000 Every month, **GiftwarePro** reaches more industry professionals in the UK than any other magazine.

GiftwarePro

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ABOUT ITP PROMEDIA

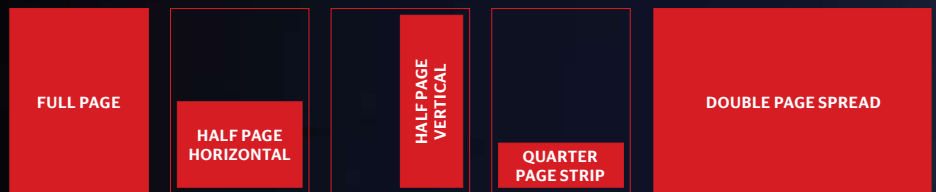
ITP Promedia Publishing is a specialist magazine and digital publisher for the UK retail sector. The company is a wholly owned subsidiary of ITP Publishing Group, the largest publisher in the Middle East. The group publishes more than 60 magazines and 15 websites from offices in the UAE, Bahrain, Doha and India.

For further information please visit
www.itp.com

MAGAZINE ADVERTISEMENT RATES

POSITION	SINGLE INSERTION	SIZE Width x Height (mm)
STANDARD ADVERTISING		
Full Page	£1,750	205 x 275*
Double Page Spread	£3,000	410 x 275*
Half Page Vertical	£950	85 x 245
Half Page Horizontal	£950	175 x 114
Quarter Page Strip	£500	175 x 57
PRIME POSITIONS		
Inside Front Cover	£3,000	205 x 275*
Inside Back Cover	£2,000	205 x 275*
Outside Back Cover	£3,000	205 x 275*

*Please add 5mm bleed to artwork.

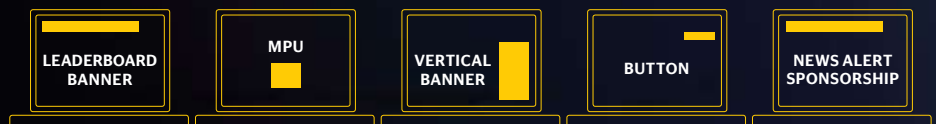


Creative advertising solutions

Creative advertising solutions such as inserts, bellybands and cover wraps are the ideal mechanism to make your company stand out from the crowd. **GiftwarePro** also offers advertorials, competitions, sponsored surveys, think tanks, networking events, such as round table dinners, and other sponsorship packages to increase branding opportunities. Contact the commercial team on the various creative solutions that are available to you today.

ONLINE ADVERTISEMENT RATES

POSITION	FORMAT	SIZE Width x Height	MAXIMUM FILE SIZE	RATE (per month)
Leaderboard	GIF, JPEG, Flash	728 x 90 pixels	50 KB	£1,000
MPU	GIF, JPEG, Flash	300 x 250 pixels	50 KB	£750
Vertical 'White Space' Banner	GIF, JPEG, Flash	220 x 550 pixels	50 KB	£1,500
Button	GIF, JPEG, Flash	220 x 70 pixels	50 KB	£500
News Alert Sponsorship	GIF, JPEG, Flash	728 x 90 pixels	50 KB	£1,000



Creative digital solutions from GiftwarePro.com

Let us drive targeted traffic to your website and help you build your brand online. We have a host of creative options as part of **GiftwarePro.com** that will raise your profile in the vitally important digital world. Creative commercial online solutions include hosting polls and surveys relevant to your business to running competitions to help you interact with your customers. You can be as creative as you like and we're happy to design bespoke packages for you; the only limitation is your imagination. The team are waiting to create something new and exciting just for you. Please contact the commercial team to discuss your ideas.