

# GIFTFOCUS

INCORPORATING ATTIRE ACCESSORIES

## MEDIA PACK



[www.giftfocus.com](http://www.giftfocus.com)

[www.attireaccessories.com](http://www.attireaccessories.com)





## Reach the gift trade

*Gift Focus magazine* provides you with regular access to professional gift, homewares and accessories buyers, retailers and e-tailers .

Every bi-monthly issue will contain news and articles relating to the industry. When you advertise in *Gift Focus* you can be sure that you are reaching thousands of named professionals who work in the giftware and homewares retail trade. It offers you the perfect, targeted and cost-effective vehicle to reach retailers who need to purchase products and services to run their business efficiently.

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## As standard

When you advertise with *Gift Focus magazine* you'll receive:

- Advert in your chosen size
- Editorial submission opportunities in all relevant features
- Online directory listing
- Free artwork design service
- Online editorial submission opportunities to our website and newsletter
- Social media support and shout-outs
- Dedicated account manager who can provide you with reports on your campaign



## Be featured

*Gift Focus* is bursting with fresh content from the giftware and homeware industries including news, new product showcase, trade show previews and reviews, Q&As, interviews and business advice that no retailer or e-tailer should be without.

It carries features on seasonal gifts, candles, photo frames & albums, jewellery, toys & games, handmade, eco-friendly, among many others.

Exclusive content for advertisers includes company profiles, collection focus pieces and designer interviews.

Contact us for a comprehensive list of features in our forthcoming issues on +44 (0)1376 535 609

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## Trade shows...

*Gift Focus* has close connections with major trade shows in the UK, Europe and beyond. We provide comprehensive editorial coverage, both pre and post event, informing our readers of what is happening, where the events are taking place and why they need to attend.

We have connections with Spring Fair, Autumn Fair, Home & Gift Buyers' Festival, Top Drawer, INDX and London Stationery Show.

LONDON  
**Stationery**  
SHOW  
**Top Drawer**

**SPRINGFAIR**  
**AUTUMNFAIR**

**home**  
& gift 





## Testimonials

"*Gift Focus* is a fantastic trade publication and we're always happy to be involved with the magazine. We sell to a lot of gift shops and so the magazine gives us a chance to maintain our profile in this marketplace. We often recommend *Gift Focus* to suppliers and other card publishers looking to target the gift shop market."

**Jeremy Corner, Managing Director at Blue Eyed Sun**

"Over the many years I've been advertising with *Gift Focus*, Classic Canes has always received a positive response. We've received some good enquiries and would recommend advertising with the magazine."

**Charlotte Gillan, Managing Director at Classic Canes**

"*Gift Focus* is a professional publication offering lots of exciting advice to the retail buyer. This means that our adverts will be seen.

Our business has grown in each of the last 15 years. As a small company we can't justify spending to track the impact of advertising. However, we do ask new customers where they first found out about us. *Gift Focus* magazine is high on the list where new acquisitions are concerned. Also reinforcing our message to existing customers cannot be underestimated.

We've calculated the net financial impact each new customer has on our bottom line. Advertising in *Gift Focus* magazine has proved to be a cost-effective opportunity to grow our customer base."

**Alan Edwards, Director at Best Kept Secrets**

**IN NUMBERS...** 45,200 copies viewed annually

## Gift Focus

 **1.2k** Facebook likes

 **5.4k** Twitter followers

 **2.3k** Instagram followers

## giftfocus.com

Total Visitors Per Month **34,643**

Average Visitors Per Day **1,129**

Unique Visitors Per Month **10,290**

Our email newsletters are sent to  
**5,489** registered email addresses

\*stats correct as of March 2024

# Feature Schedule



*Gift Focus* the leading title for the giftware industry, is published six times a year and is available free of charge to all UK based traders.

## Contact sales:

[sales@giftfocus.com](mailto:sales@giftfocus.com)

Tel: +44 (0)1376 535 609

## Contact editorial:

[editor@giftfocus.com](mailto:editor@giftfocus.com)

Tel: +44 (0)1376 535 611

## Features, deadline dates and issue dates for upcoming issues

### MAY/JUNE 2024

Exclusively Housewares Preview

PG Live Preview

Feature: Baby Gifts

Feature: Bath and body

Feature: Kitchen & Homeware

Feature: Eco-friendly

Feature: Tabletop and Glassware

**Advertising deadline: 22 April 2024**

**Issue date: 6 May 2024**

### NOVEMBER/DECEMBER 2024

Fairtrade

Top Drawer Spring Preview

Handmade

Valentine's day

Gifts for under £10

Scotland's Trade Fair Spring

Giving & Living Preview

Harrogate Christmas & Gift

**Advertising deadline: 21 November 2024**

**Issue date: 5 December 2024**

### MAY/JUNE 2025

Exclusively Housewares Preview

Manchester Furniture Show

PG Live Preview

Baby Gifts

Bath and body

Kitchen & Homeware

Eco-friendly

Tabletop and Glassware

GLEE Preview

**Advertising deadline: 22 April 2025**

**Issue date: 5 December 2024**

### JULY/AUGUST 2024

Home & Gift Preview

GLEE Preview

Photo frames & albums

Home accessories

Halloween

Men's accessories

Christmas products (part 1)

**Advertising deadline: 20 June 2024**

**Issue date: 4 July 2024**

### JANUARY/FEBRUARY 2025

Spring Fair Preview

Kitchenware & houseware

Mother's Day

Easter gifts

Anniversary and wedding gifts

Gift trends for 2025

**Advertising deadline: 10 January 2025**

**Issue date: 24 January 2025**

### JULY/AUGUST 2025

Home & Gift Preview

Christmas products (part 1)

Photo frames & albums

Home accessories

Halloween

Men's accessories

**Advertising deadline: 20 June 2025**

**Issue date: 4 July 2025**

### SEPTEMBER/OCTOBER 2024

Autumn Fair Preview

Top Drawer Autumn Preview

Christmas products (part 2)

Brand Licensing Europe

Women's Jewellery & Accessories

Toys & Games

Greeting Cards

**Advertising deadline: 15 August 2024**

**Issue date: 29 August 2024**

### MARCH/APRIL 2025

London Stationery Show Preview

British Craft Trade Fair Preview

Gift of the Year Winners

Father's Day

Made in Britain

Candles & Home Fragrances

Stationery

**Advertising deadline: 20 February 2025**

**Issue date: 6 March 2025**

### SEPTEMBER/OCTOBER 2025

Autumn Fair Preview

Top Drawer Autumn Preview

Christmas products (part 2)

Brand Licensing Europe

Women's Jewellery & Accessories

Toys & Games

Greeting Cards

**Advertising deadline: 14 August 2025**

**Issue date: 28 August 2025**





## Ratecard

Double Page Spread	£2200
Full page sponsored edit	£1500
Full Page	£1300
Half Page	£750
Quarter Page	£395

Front Cover	£3000
Inside Front Cover	£1500
Inside Back Cover	£1400
Outside Back Cover	£1800

Social Media Posts	£POA
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Twitter Takeover	£1000
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All prices are per insertion and exclude VAT (where applicable).

For opportunities, including sponsorship, advertorial and online bookings please call +44 (0)1376 535 609.

### Website

Billboard	£1200
Banner	£600
MPU (Block Advert)	£400
Premium Directory Banner	£500
Premium Directory Listing	£400

### Newsletter (Premium)

Leaderboard	£600
Top Banner	£600
Earpiece	£500

### Newsletter (Standard)

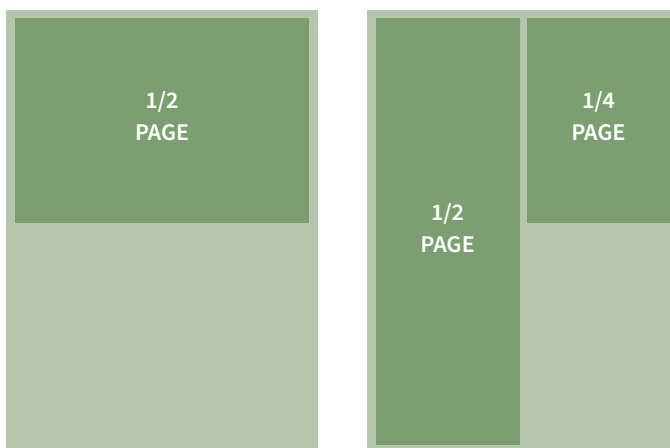
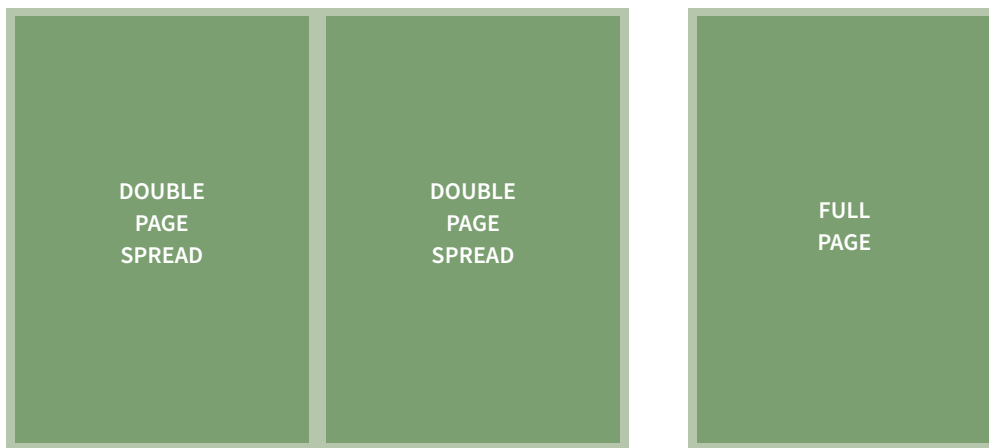
Banner	£500
MPU (Block Advert)	£400
Solus Email	£1000
Premium Directory Listing	£1000

# Dimensions and Technical Information

Here's everything you need to know about how to supply your artwork to us. Did you know we can help make your artwork for you should you need a helping hand?

If you want to take advantage of our design service, you'll need to provide us with your company logo, image(s) and text including any phone numbers, a website link, social media links and an email address. Email this information to [artwork@kdeventsandpublishing.com](mailto:artwork@kdeventsandpublishing.com) along with any additional layout requests and we'll do the rest.

If you're happy making your artwork then you'll want to know the dimensions and formats to supply your advert in. Dimensions and technical specification are below. You will receive full artwork dimensions and technical information from us with your email confirmation when booking an advert.



## Advert Sizes

	<u>Width</u>	<u>Height</u>
DPS (with bleed)	426mm	303mm
DPS (trim)	420mm	297mm
Full Page (with bleed)	216mm	303mm
Full Page (trim)	210mm	297mm
Half Page - Horizontal	195mm	141mm
Half Page - Vertical	95mm	287mm
Quarter Page	95mm	141mm

Please supply your advert as high-resolution PDFs / TIFFs / JPEGs. All artwork must be NO LESS than 300dpi in CMYK.

Please leave sufficient space between the text and the edge of the advert, preferably 5mm.

For suitability of all other formats please call the design department on +44 (0)1376 514 000.

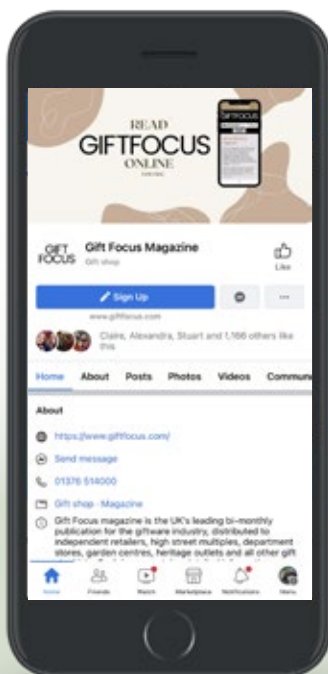
# Online options

*Gift Focus* has a worldwide online presence at [www.giftfocus.com](http://www.giftfocus.com). Containing up-to-the-minute news, events and special offers, the site is updated regularly with valuable information to help boost your business. Visitors can also download the current magazine along with back issues. The website includes a supplier directory allowing readers to ask businesses (who have advertised in the current printed magazine) for more information about their products or service. This service is FREE for current advertisers and it serves as an extra value benefit to those businesses advertising in the magazine.

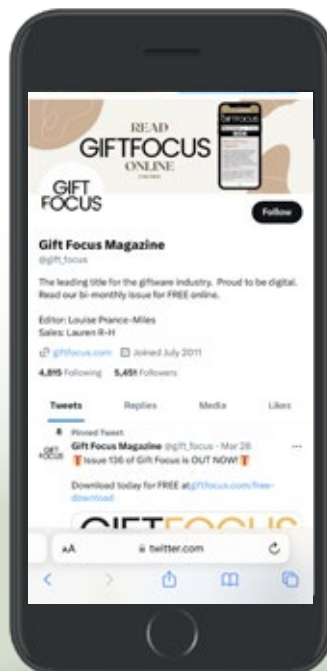


To make sure we are in regular contact with our readers we also send out monthly email newsletters with updates and news about events along with selected items from the magazine. Advertisers in the magazine also have the opportunity to place advertisements on these newsletters.

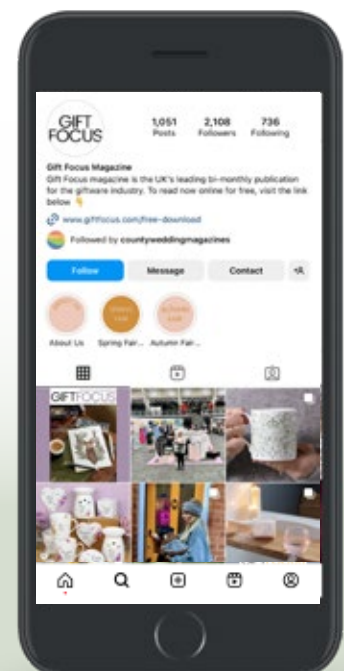
*Gift Focus* has a strong and rapidly growing social media presence. This enables us to have our finger on the pulse of the industry at all times and provides the opportunity to share important news stories to thousands of people instantly and effectively.



@giftfocus



@gift\_focus



@giftfocusmag



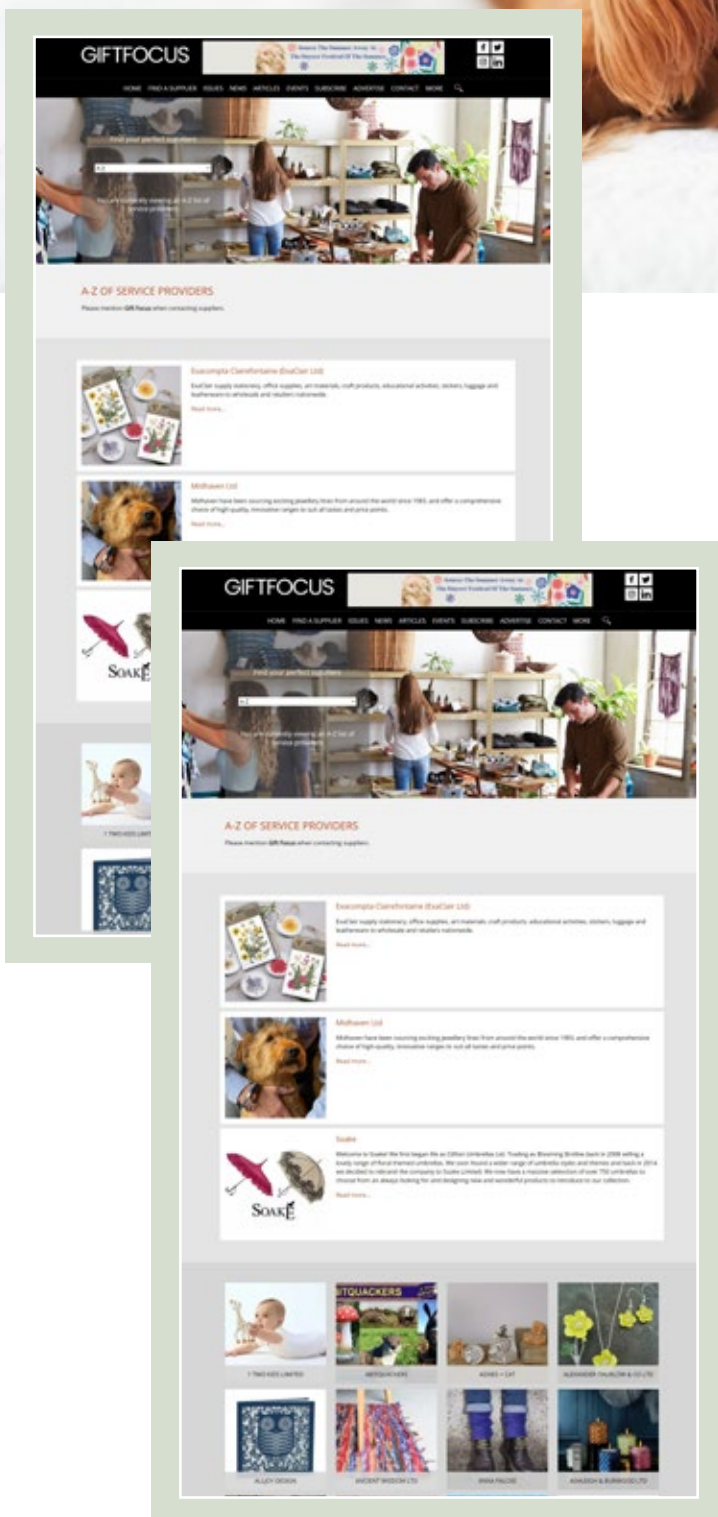


## Premium Directory Listing

If you want to make more of an impact online and take immediate advantage of our impressive web traffic, turn your entry into a Premium Directory Listing, which will give your business 12-months' worth of prominent exposure within our trade suppliers' directory.

More than just a directory listing, Premium Directory Listings can provide you with a significant advantage whereby you can access an exceptional and targeted audience, thereby boosting your potential to tap into new business opportunities.

Premium Directory Listings will be pinned at the top of your chosen category listing(s) giving you a competitive head-start over your competitors. Not only that but you'll have increased social media links for YouTube, LinkedIn, Vimeo and more. High resolution imagery and video content which users can play and watch. You'll be able to upload PDF documents so if you've got brochures you want your audience to download and read your Premium Directory Listing offers you this too. Enquire for further details on +44 (0)1376 535 609 or [sales@giftfocus.com](mailto:sales@giftfocus.com)





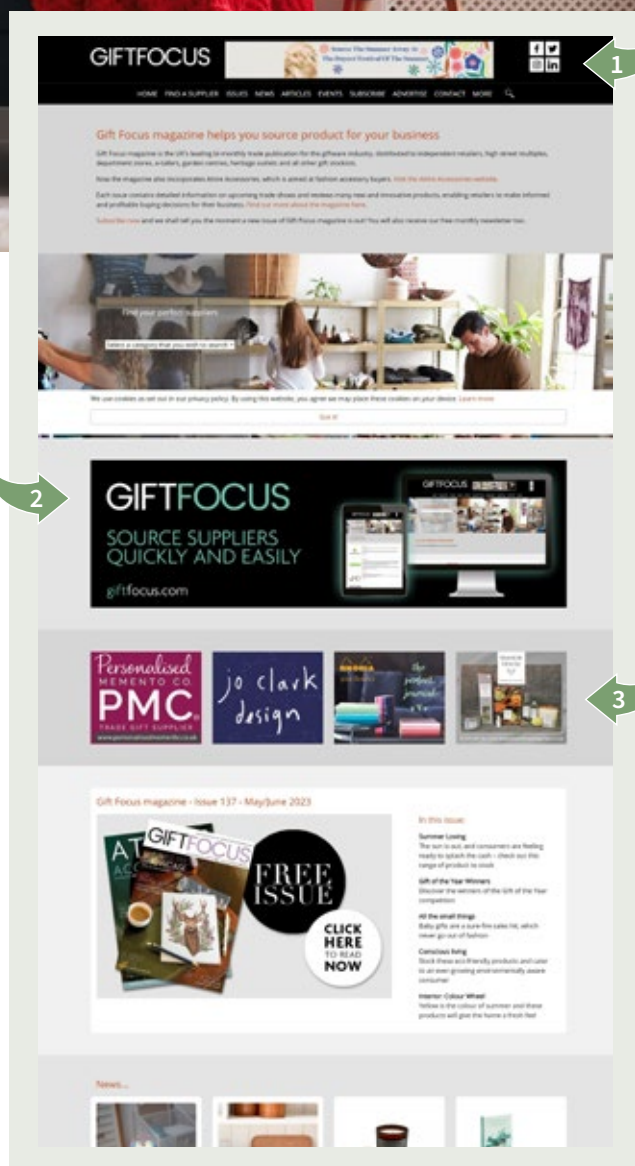
# Website Advertising

You can promote your business online by advertising in a number of ways to take advantage of our impressive visitor numbers. You're spoilt for choice when it comes to how and where you want to promote your product or service - it's as flexible as you want it to be! Our website is designed to be easily accessible on tablets and mobile devices, enabling retailers and e-tailers to navigate at their convenience, how and when they wish.

There are three advert options, each one offering clearly defined benefits for your business. The 'Banner' occupies a prime position at the top of the page and provides maximum exposure for your brand. The eye-catching 'Billboard' appears in the main body of the website and is a full-width position, while the 'MPU' or Block Advert is highly visible yet budget-friendly. All options generate excellent return on investment.

Adverts can be emailed to us along with a link URL to our design department on [artwork@kdeventsandpublishing.com](mailto:artwork@kdeventsandpublishing.com)

Enquire for further details on +44 (0)1376 535 609 or [sales@giftfocus.com](mailto:sales@giftfocus.com)



## Advert Sizes

1. Banner
2. Billboard
3. MPU (Block Advert)

## Width

- 728 pixels
- 1290 pixels
- 300 pixels

## Height

- 100 pixels
- 400 pixels
- 250 pixels

All to be provided at 72dpi in JPEG, PNG, GIF (less than 200kb) or Animated GIF format (less than 3MB)





## e-newsletter Advertising

The monthly newsletters contain fresh news items, snippets of magazine content such as new products, previews & reviews of trade show updates, all alongside a selection of great advertising spaces.

The newsletters, like the *Gift Focus* website, is designed to be compatible on tablets and mobile devices and advertisements can be animated and 'clickable' to link through to your business website or social media page.

e-newsletter advertising options are available in either premium or standard. The 'premium' options are Leaderboard, and Top Banner positions, all prominent near the top of every newsletter. The 'standard' Banner and MPU (Block Advert) positions appear further down the newsletter woven in between news pieces in the newsletter.

Adverts can be emailed to us along with a link URL on [artwork@kdeventsandpublishing.com](mailto:artwork@kdeventsandpublishing.com). Enquire for further details on +44 (0)1376 535 609 or [sales@giftfocus.com](mailto:sales@giftfocus.com)

### Advert Sizes

1. Leaderboard
2. Top Banner
3. Banner
4. MPU (Block Advert)

### Width

- 620 pixels
- 620 pixels
- 620 pixels
- 300 pixels

### Height

- 150 pixels
- 150 pixels
- 150 pixels
- 250 pixels

All to be provided at 72dpi in JPEG, PNG, GIF (Less than 200kb) or Animated GIF format (less than 3MB)

Gift Focus Inc Attire Accessories  
ADVERTISING FEATURE

# GIFTFOCUS

## ATTIRE ACCESSORIES

LESSER & PAVEY LTD  
WWW.LEONARDO.CO.UK



**Brand New by Hearts Designs**

**AVAILABLE TO ORDER TODAY!**

Madeline by Hearts Designs is a brand new range from Lesser & Pavey with a gorgeous selection of fine china mugs, wine glasses, candles and diffusers. Each item comes in beautiful gift packaging, making them ideal for friends and family or a special occasion, and features a sweet diamond bow which really enhances the range, which is available to order today.

To make an enquiry, call head office on +44 (0)1322 279 225 from Monday to Friday, 9am-5pm, or email [sales@leonardo.co.uk](mailto:sales@leonardo.co.uk). Don't forget to check out our website too - go to [www.leonardo.co.uk](http://www.leonardo.co.uk)

**Here's a Selection from the Range...**



FINE CHINA MUGS



WINE GLASSES

**Also check out our website - [www.Leonardo.co.uk/](http://www.Leonardo.co.uk/)**

Lesser & Pavey Ltd, Leonardo House, Fawkes Avenue, Dartford, Kent, DA1 1JQ  
Telephone: +44 (0)1322 279 225  
Email: [sales@leonardo.co.uk](mailto:sales@leonardo.co.uk)

Kind regards,

Lauren Redford-Hughes

Account Manager

Gift Focus magazine incorporating Attire Accessories

Tel: +44(0)1376 535609

Email: [lauren.redford-hughes@kdcdevantsandpublishing.com](mailto:lauren.redford-hughes@kdcdevantsandpublishing.com)

Web: [www.giftfocus.com](http://www.giftfocus.com)

Web: [www.attireaccessories.com](http://www.attireaccessories.com)



# GIFTFOCUS

## ATTIRE ACCESSORIES

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Registered in England & Wales No. 12111768  
Registered Office: 71-75 Shelton Street, London, Greater London, United Kingdom, WC2H 9JQ

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## Solus Emails

An exclusive email containing information solely on your business, brand or specific product which is sent out to our email database. *Gift Focus* has its own database of email addresses gathered from website registrations, trade shows and subscribers.

A solus email can be scheduled to be sent on a specific day and time to suit your requirements and could contain a press release, a product launch, new collections, an offer or a business announcement. We can also offer postcode targeting with our solus emails.

Enquire for further details on  
+44 (0)1376 535 609 or [sales@giftfocus.com](mailto:sales@giftfocus.com)