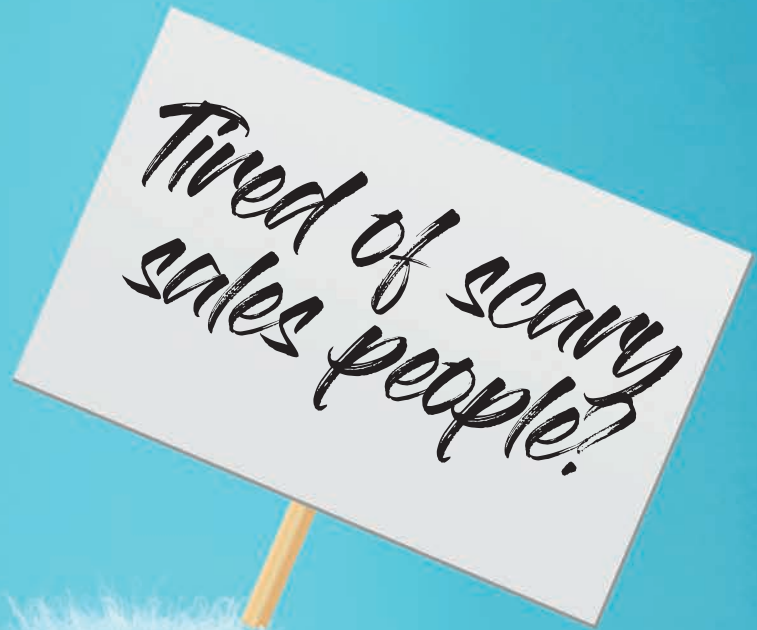


THIS IS POSITIVE PRINT



EARTH ISLAND MEDIA PACK 2024 PROVIDING SOLUTIONS



PRINT PACKAGING GREEN IND
SOLUTIONS SOLUTIONS SOLUTIONS PRINT

Welcome to a world of positive print – be part of it!

Come and try a new, better, more positive way of promoting and marketing your products and services.

Whatever market you are looking to get to in print, we can help. If it is general commercial – offset or digital, packaging and labels, industrial print, wide format, or even environmentally friendly printing, we have a magazine that can cover all your needs.

With market leading circulation, a distinctive informal style, incredibly good looks and a greater breadth of editorial, our titles have grown to become the ones that your customers are talking about and taking notice of.

We do not believe in a 'one size fits all' package, and you will find that we will work with you in a very different way to many other business titles.

We want you to get the most for your money. We want to give you the BEST coverage. We want to ensure that we work as partners to promote what is important to you. So, although the media pack gives you a starting point, we would be more than happy to talk with you and discuss exactly what YOU want to achieve from your campaigns and how best we can HELP you to achieve this.

We do not believe in just 'selling ads', but helping you to WIN business, create new ideas, and provide you with the solutions that you can pass on to your customers for better business.

Our editorial and advertising team will be happy to talk to you so that you can plan your marketing strategies as a cohesive whole.

Providing your Solutions:

Telephone: 01892 522563



Editorial and all things written /Publisher
Susan Wright
susan@earthisland.co.uk



Advertising, sales and marketing, promotions, and generally getting the best message out for you
David Gamage
david@earthisland.co.uk / 07711 004558



Production, creative design and artwork
Steve Crawley
steve@earthisland.co.uk



Administration, accounts, keeping us in order and keeping you happy when you call
Louise Gamage
louise@earthisland.co.uk



For all biscuit related enquiries
Office dog of joy
Dr Ted E Bear
hello@earthisland.co.uk

**EARTH
ISLAND**
Pickforde Lodge
Pickforde Lane
Ticehurst
East Sussex
TN5 7BN

It's not about 'us'. It's about what we can do for you and your business.

- Do you want to get your message out to 28,000+ readers?
- Do you want to do it in a more effective, informal and friendly manner?
- Do you want to work with an ethical and socially conscious company?
- Do you want to be involved with a magazine that is completely different to anything that is on the market today?
- Do you want to work with a company that builds bespoke marketing solutions that relate to your individual business rather than a one size fits all approach?
- Would you like new and innovative ideas for your promotions?

If the answer to any of these questions is yes, then work with us.

- You can achieve better market penetration.
- You can enhance your presence through creative marketing.
- You can build a better relationship with your customers through our informal, friendly and consumer based style.
- You can be part of the brightest, most stimulating and positive magazine in the industry.
- You can be seen as an ethical company that supports the printing industry.
- You can help to bring print back to life and enthuse your customers.
- Get noticed: You can join us in doing things differently.



SOLUTIONS

We all need solutions in business – solutions to creativity and ideas, solutions to generally running a business, solutions to new market opportunities, solutions to sustainability.

Now, more than ever before, we have to show how dynamic print can be, whether than is in what we produce, what technology we use, how we deliver that to customers, how the graphic arts works in an increasingly eco friendly way.

Solutions provides a bright, strong print industry monthly, with a mix of in-depth features and news, written in an informal, friendly manner with a 'consumer' style that is like no other print industry magazine on the market. It gets YOUR message across in a better, more dynamic, exciting way. It is THE way to get positive reaction from potential customers.

The magazine not only informs on the latest industry trends, technology and news stories, but actively helps print companies to make the most of their businesses providing information on where and how to invest, helpful tips on how to break into new markets, and showcases ideas to broaden their appeal.

Solutions covers all commercial printing processes, as well as pre-press, finishing, software, substrates and more – so, for your marketing you really only need ONE solution for all your printing information, product launches, marketing campaigns and promotions.

Lively and energetic, the magazine provides stimulating, upbeat and fresh ideas.

Solutions is positive about print. We know you are too. Come and work with us.



Susan: Fun loving, caring, thoughtful

Leisure: A complex person, Susan is hard to define. She likes wielding a mighty sword and killing dragons (computer games) and the odd nip of sherry (well wine). She also jiggles a lot at Zumba and loves reading (printed books please) and quizzes.

Work: Susan has centuries of experience of writing and editing within the graphic arts. She believes that edit doesn't need to be stuffy but the more interesting you make it, the more it is read, enjoyed and the facts retained.

'We provide the very best in terms of readership, positive editorial, experience, return on investment, relationship building, and much more.

We are 'THE' place to go if you want to get a promotional message across. We are the only Solution that you will need.'

susan@earthisland.co.uk



Editorial features – we are proactive to trends and changes in the industry, so will adapt our features to reflect the most important issues to the graphic arts.

February

Eco friendly plates
Why use digital for packaging?
Short run labels
Foiling: getting the best
Coloured papers
Packaging Innovations '24 show preview
Sign & Digital '24 show preview

March

MIS
Making the most variable data
Bookletmaking
High quality board

April

Colour management
Print outside the box
Die cutting
Tactile papers

May

Web to print
How to sell digital
Guillotines
FSC and PEFC papers
drupa '24 show preview

June

Remote proofing
Small format offset
Entry level digital solutions
Working with uncoated paper

Summer issue

The A to Z of creativity Volume 2

September

Preflighting
High quality colour
Handling systems
Metallic papers
London Packaging Week '24 show preview
The Print Show '24 preview

October

Getting the best from your plates
Automation on-press
Folding and creasing
Transluents

November

Special effects on-press
Continuous digital
PUR/EVA binding
Pure white!

December (Happy Christmas!)

Workflow – making the link
Adding value through finishing
A little bit of sparkle!
And, our ever popular 12 Days of Printmas

Also, in every issue – packaging and labels, wide format, design, business opportunities, multi-channel marketing, and much, much more.

Circulation:

The printed magazine goes to 8000+ registered readers (a mixture of printers and print buyers), with another 28,000+ receiving an online page turner version by e-mail.

We also post news, articles and promotions to thousands more across our websites and social media channels.

Solutions is a monthly magazine with advertising copy deadlines on the 22nd of each month, publishing in the first week of the cover month.

Ten copies per year for best focused coverage – February, March, April, May, June, July/Aug, September, October, November and December/January.

Solutions is free, on a sign up basis, to everyone involved in UK print, packaging, design, mailing, publishing, cross media brand owners or allied industries.

The Solutions website can be found at www.earthisland.co.uk

There are loads of exciting opportunities for promotion on the website – from company of the month to standard advertising, from dedicated bespoke pages, to inclusion in listings, from sponsorships to links back to your own information, from a daily/weekly news service for you to populate your own websites to interactive content. Please let us know what interests you.

GREEN SOLUTIONS

Environmental issues and sustainability concerns are increasingly important in business. Claims and counter claims about the impact our actions make on the world in which we live and work are all around us.

Importantly, the environmental debate is top of mind with governments, businesses, consumers and even students. As a business you simply have to be green. But not all businesses can afford expensive consultants or certification. Green Solutions will act as your very own FREE environmental consultant and help you through that journey.

Green Solutions magazine's purpose is to give businesses a platform to highlight all the positive steps that they continue to take to improve the sustainability of what they do and reduce impacts on the environment. It also offers a look at environmental technologies and sources of supply to help companies to green up their own businesses, as well as useful 'help' articles to give ideas to green up business.

Circulation

The magazine goes to 7500 registered readers (mainly brand owners, CSR and procurement decision makers) with another 28,000+ receiving an online page turner version.

Green Solutions is a quarterly magazine with copies both in print and online.

It is free, on a sign up basis, to everyone involved in sustainable production or purchasing, as well as environmental and CSR issues.



Louise: Competent, able, helpful

Leisure: Louie like all things retro, and a little bit of Burlesque too. She loves spending time with family, and is a bit of a Harry Potter nerd.

Work: We don't call her Lovey Louie for nothing. If you need help with anything then Louise is your contact – from accounts queries to circulation, from general enquiries to fun ideas.

'We are highly professional, but we still believe that being friendly is essential in today's business world. We utterly believe that the best way to do business is to form solid relationships and ensuring that we get the best possible for you – our friends in print.'

louise@earthisland.co.uk



Editorial features

Spring

How can technology clean up my business?

Paper: Is virgin fibre all bad?

Why does 'nature' matter to my business?

Summer

Waste minimisation in your business

What's carbon offsetting all about?

How can small business manage sustainability?

New for 2024 – Agony Ant: Your questions answered – our in-house and external experts are on-hand to answer your sustainability questions.

The Green Solutions website can be found at www.greensolutionsmag.co.uk

There are lots of opportunities to promote your company on the website – watch out also for our NEW listing of green suppliers, coming soon. If you would like to be included, drop us a mail.

The green team

Editorial: susan@earthisland.co.uk

Advertising and promotions: david@earthisland.co.uk

IND PRINT newsletter

It is not very often that a printing application takes the world by storm, but that is exactly what is happening with industrial inkjet printing. We are just on the cusp of a revolution, and this will be driven by clever technology and innovative ideas.

Inkjet technology allows the mechanical expulsion of a number of different liquids, including ink, through very small apertures, and as it is non-impact, never touching the media, it can be used to print on unusually shaped objects, thick objects, and different substrates.

IndPrint magazine covers this whole market, from glass to ceramics, from wall coverings to garments, from wood and metals to 3D, bringing information on this very exciting opportunity.

The magazine explores the technology, the applications, the resources needed, and the machines you need to know about, as well as bringing you news and views on the market and its future.

Circulation

Indprint e-newsletter goes out monthly to 4000 registered readers.

You can send in PR for the news, videos or hyperlinking ad banners.

IndPrint is free, on a sign up basis, to everyone involved in UK print, innovation, manufacturing, design and marketing across all other relevant industries.

Autumn

Energy and the need for renewables

Lessons other industries can take from sustainable packaging

Greening up your office space

Winter

Certification explained

Best ideas to start your sustainable journey

Green in the workplace: getting employees enthused

Advertising rates:

Sponsorship: From £500 per month.

Web banners: From £350 per month.

E-mail blast: £850

Social Media campaigns: From £500

Please call to discuss your requirements.



Solutions for advertisers

We will work with you to get the best results. As well as a number of advertising opportunities, we will deliver a package that includes credible editorial. We also offer a wide range of options, including:

- A wide range of knowledge sharing/ market specific handbooks
- Augmented reality covers
- Bellybands
- Bookmarks
- Contract publishing
- Copywriting, PR and editorial assistance
- Embedded video, audio and hyperlinks (yes in the printed page)
- Events, roundtables, seminars, conferences, training days and networking opportunities
- Gatefolds
- Inserts and outserts
- International Print Day
- Licensing and syndication
- List rentals and targeted e-mail blasts
- Market surveys and reports
- Opportunities within our Out of Print section including sponsorships, competitions and networking support
- Opted-in e-mail database of over 35,000

- Purl campaigns
- Registered postal database of over 28,000
- Social media promotions
- Specialised front covers. We will work with you to show your products off to their best
- Sponsorships
- Tech-it-outs for your latest products
- Website advertising and videos

And, lots of other creative ideas to get you noticed – give us a call and we will explain more.

WE ARE HERE TO HELP.

Making your promotions stand out...

- Challengers... challenging the norms of print and design.
- Champions... championing change.
- Captivators... bold and confident and daring to be different.
- Committed... to making the best of print, design, paper and packaging.



David: Reliable, trustworthy, strong

Leisure: David likes pretending to play the guitar (actually he is quite good), spending time with his family (he's a big softie), getting rib sauce down his shirt and trying out new doughnut flavours.

Work: David is an expert at solving marketing dilemmas and coming up with industry leading ideas to make your promotions more interesting.

'We want to work with you to open up new opportunities to promote your business. You can rely on us to spread your message in the best possible way that suits your business – it is in our interest for you to get a good response.'

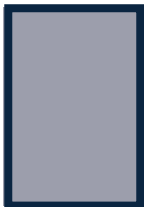
david@earthisland.co.uk



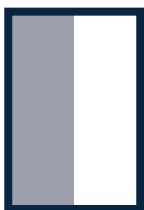
What you need to know



Double page spread
Trim 420 x 297mm
Bleed 426 x 303mm

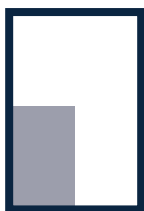
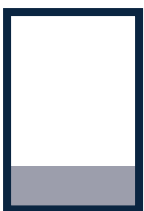


Full page
Trim 210 x 297mm
Bleed 216 x 303mm



Half page vertical
Trim 105 x 297mm
Bleed 111 x 303mm

Half page horizontal
Trim 210 x 149mm
Bleed 216 x 155mm



Quarter page strip
Trim 210 x 50mm
Bleed 216 x 56mm

Quarter page
Trim 105 x 149mm
Bleed 111 x 155mm

Other formats

Web banners

Long portrait – w980 x h205 pixels

Bound inserts

A4 plus 100 mm on the bound edge (saddle stitched)

3 mm on all edges (perfect bound)

Loose inserts

Can be up to 200 x 290mm

We would be very happy if you would provide us with a press ready pdf with all your images encapsulated (300 dpi), fonts embedded, transparencies flattened and artwork centred, in CMYK colour mode.

There also needs to be a 3 mm bleed on each edge.

Please create your PDFs by distilling PostScript or eps files to minimise trapping.

If you have any problems, please just give us a call.

We are here to help.

T: 01892 522563

M: 07711 004558

or e-mail steve@earthisland.co.uk



Steve and Ted: Creative, innovative, cutting edge

Leisure: Two for the price of one – our creatives Steve and his trusty sidekick Ted – particularly like walks in the countryside, and Steve is pretty good with a camera too, taking some wonderful nature shots. He's also into anything superhero! Mud and biscuits are also high on the leisure list – but to be fair, that is mostly Ted.

Work: Steve is most contented when imagery is beautiful, fonts well placed and kerning works. He is happy to help and advise on your advertising too if you do not have in-house resources to create your own.

'We know our readers love our magazines – they bother to tell us so. They like the fact that they are different and creative. They like the fact that we are unafraid to show print as exciting, sexy, brilliant and dynamic. They like that and they take notice. When our magazines get noticed – your promotions within our magazines gets noticed too.'

steve@earthisland.co.uk





SOLUTIONS

PRINT SOLUTIONS • PACKAGING SOLUTIONS • GREEN SOLUTIONS • INDPRINT
 Paper and Board Solutions • Design Solutions • Label Solutions • Wide Format Solutions • Finishing Solutions
 Software and Pre-press Solutions • Adding Value Solutions • Consumables Solutions – all in one Solution
 Ideas • Inspiration • Innovation

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