

EARTH ISLAND

MEDIA PACK 2022

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

EARTH ISLAND

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Providing your Solutions

Give us a call on: 01892 522563



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KEEP UP TO DATE



EarthIslandUK

#ALWAYSPOSITIVEABOUTPRINT

SOLUTIONS

For the graphics industry

Print and packaging, paper and design, sustainability and business.

If you provide solutions and want to get them into the market, we can help.

With market leading circulation, a distinctive informal style, incredible good looks and a greater breadth of editorial than any other magazines, our titles have grown to become the ones that your customers are talking about and taking notice of – and the competition is trying to copy!

In this media pack, you will find details on each of the magazines and marketing opportunities that we produce, which will allow you to consult and compare to ensure that your message gets out to exactly the right people.

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. We want to get you results.

So, although the media pack gives you a starting point, we would be more than happy to sit down with you and discuss exactly what you want to achieve from your campaigns and how best we can help you to accomplish this.

We are here to help you win business, create new ideas, and provide you with solutions.

SOLUTIONS

Solutions magazine is a strong, dynamic, monthly industry journal, 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 or packaging industry magazine on the market.

It will inform you on the latest industry trends, technology and news stories. To help print and packaging companies, as well as the brand owners and agencies that work with them, to make the most of their businesses. It provides 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 – the one solution for all your printing and packaging information.

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

Solutions is positive about print and the environment.

Circulation:

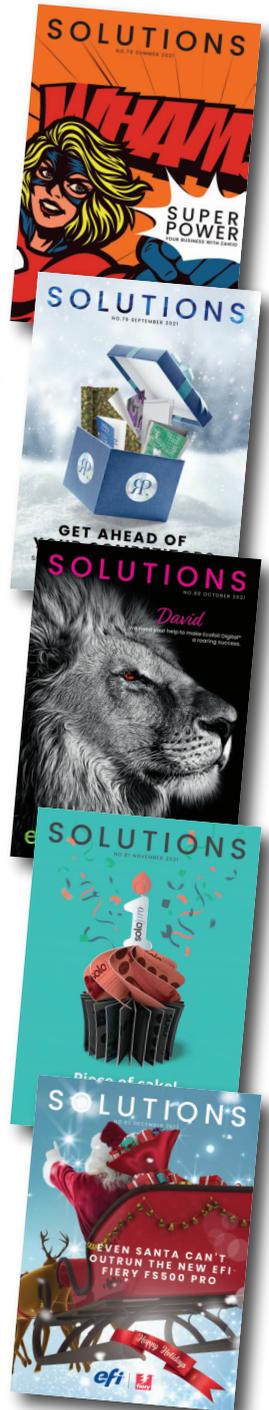
The printed magazine goes to 8500 registered readers (a mixture of printers and print buyers), with another 35,000 plus receiving an online page turner version by e-mail.

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.



SOLUTIONS

EDITORIAL FEATURES

February

- Short run packaging
- Label printing
- Eco friendly plates
- Direct mail
- Lamination
- Coloured papers
- Show issue – Packaging Innovations (NEC)

March

- Large format Inkjet printing
- MIS and workflow
- How to make a margin in offset
- Making the most of variable data
- Bookletmaking
- Embossing
- High quality board
- Dye sublimation
- Show issue – Sign & Digital (NEC)

April

- Digital labels
- UV retrofitting
- Colour management
- Laser cut or die
- Tactile papers
- Process automation
- Show issue – Labelexpo (Brussels)

May

- Large format printing
- Web to print
- Financing your press
- Carton printing
- Guillotines
- FSC and PEFC papers
- Adding value with inkjet
- Show issue – Fespa (Berlin) and LuxePack (Paris)

June

- Remote proofing
- Small format offset
- Flexible packaging
- Entry level solutions
- Binding
- Making the most of AR
- Working with uncoated paper
- UV printing
- Show issue – Drupa print & digital (Dusseldorf) & Pack Innov (Paris)

July / August – Summer Special

- The guide to print suppliers
- Creative papers for shelf stand out
- Laminating
- Security features for packaging
- Sustainable Solutions
- Virtual shows



September

- Preflighting
- Perfecting
- High quality colour
- Printing corrugated
- Augmented Reality
- Handling systems
- Metallic papers
- Show issue – Packaging Innovations (London) & Print Show (NEC)

October

- Getting the best from your plates
- Automation on-press
- Organising a PURL campaign
- Folding and creasing
- Recycled papers
- Sustainability in packaging
- Show issue – Luxe Pack (Monaco), All in print (China) & Pack Print (Thailand)

November

- Front end power
- Special effects on-press
- Continuous digital
- PUR/EVA binding
- Pure white – publishing papers
- Self-adhesive labels
- Working with foils and films
- Solutions Awards – The finalists
- Show issue – Packaging Innovations (Benelux)

December

- Workflow – making the link
- The ideal pressroom
- The best digital print jobs
- Adding value through finishing
- A little bit of sparkle!
- Solutions Awards – The winners
- Top 25 products of the year
- Printmas competition



Advertising rates:

Display: (Four colour)	
Full page:	£1450
Half page:	£750
Quarter page:	£450
Strip ad:	£450
Double page:	£2150
Front cover:	£4500

Inserts:

Single sheet, loose:	£1250
Bound in:	£1450
Double sheet, loose:	£1450
Bound in:	£1650
Belly wrap:	£1850

Online advertising:

Web banners:	From £350 p/m
E-mail blast:	£850
Social media campaigns:	From £500 p/m
E-newsletter sponsorship:	£600 p/m

Interactive marketing:

Knowledge handbooks:	From £3000
Market surveys:	From £2500
Roundtable sponsorships:	From £2500
Awards sponsorships:	From £5000

Please call to discuss your requirements.

Editorial features cover all areas of print and packaging, paper and design, sustainability and business. Our editor follows market trends and opportunities, reacting to any developments and always ready to create bespoke articles.

Previous editions of Solutions magazine can be read online at www.earthisland.co.uk/earth-island-magazines and examples of features would be: Why use digital for packaging?, Making the most of variable data, Printing – outside the box, Adding value with inkjet, Best use of Augmented Reality, Adding value through finishing, Paper vs plastic for packaging, Creative papers for shelf stand out and The market for self-adhesive labels.

We have a Solutions website here: www.earthisland.co.uk

With a specific Packaging Solutions weblog here: www.packagingsolutionsmag.co.uk

And an environmental Green Solutions news site here: www.greensolutionsmag.co.uk

Solutions can be found on social media here:

twitter.com/earthislanduk

www.facebook.com/EarthIslandUK

www.linkedin.com/company/earth-island-publishing/



GREEN SOLUTIONS

Environmental concerns and sustainability issues are now more important than ever before – both in business and in our day to day lives.

Claims and counter claims about the impacts of our actions make on the world in which we live are all around us, and the environment is 'the' hot topic.

Green Solutions has long championed sustainability and care for the planet in a very positive way, but it is about more than that!

Being green is great for the environment, yes, but it also makes sound business sense. It will help to make your company a better place to work. It will help to satisfy customers. It will save you money. It will make you more productive.

Green Solutions' purpose is to give a voice to companies who are working sustainably, but also to provide wider information about how businesses can be more sustainable, whilst becoming more productive and efficient, and saving money, as well as providing interesting eco articles to help raise awareness of sustainability issues.

The essential need to do the right thing spans every company in every sector and every market and every sphere and Green Solutions can help you to make the right sustainable choices.

Circulation

The magazine goes to 6500 registered readers (mainly brand owners) with another 35,000 plus 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.

Advertising rates:

Display:	(Four colour)
Full page:	£1250
Half page:	£650
Quarter page or strip ad:	£350
Double page:	£1750
Front cover:	£3500

Inserts are available too from £1150.

Online advertising:

Web banners:	From £350 p/m
E-mail blast:	£850
Social media campaigns:	From £500 p/m
E-newsletter sponsorship:	£600 p/m

Please call to discuss your requirements.



INDPRINT E-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 relevant industries.

Advertising rates:

Sponsorship: From £500 p/m
Web banners: From £350 p/m
E-mail blast: £850
Social Media campaigns: From £500

Please call to discuss your requirements.



FOR YOUR MARKETING CONSIDERATIONS

We will work with you to get the best results. As well as article creation and display advertising, 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

And, even more...

The Solutions Awards was born in 2014, and was heralded by guests and sponsors alike as 'the best industry awards ever,' 'the awards that all others need to take notice of as the way to do it', and 'undoubtedly the best event I have ever been to in this industry'. Very high praise indeed!

The aim of The Solutions Awards is to acknowledge companies and people who have developed 'solutions' to issues within their businesses or for their customers. This could be an innovative project, a cost saving exercise, or the production of a product that solved a problem for a client. Entrants tell us about the solutions that have been created and how best practice has been used, as well as customer service and creative thinking to obtain the best possible outcome.

The awards are very different to any others in the industry, and winners are voted for by

THE
SOLUTIONS
AWARDS
PRIN+CI

WE ALSO OFFER:

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

PIGS – Print Industry Golf Society

Printciples – networking and information

Print iT – Print and design schools' educational initiative.

- 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.

their peers, customers, suppliers and even those outside the industry.

We have lots of sponsorship opportunities available, and we can tailor them to suit the needs and pockets of your company. So, you don't have to be a multinational organisation to get involved – even small companies can support the event.

And, we have kept our pricing cost effective, we will deliver more and charge you less than similar industry events.

So get involved for 2022 with the event that everyone is talking about – and they will be talking positively about you too.

Benefits of sponsoring the awards include:

- Great brand extension and absolutely unrivalled chance to promote your company within the industry.
- Year long coverage in our magazines and on our websites. The awards are



part of a major multi-channel marketing project – no other industry awards can promise that.

- These awards are about real life problems and providing solutions – no other industry awards do that.
- These awards are very different and organised in our informal, friendly and enjoyable Earth Island style – no other industry awards can promise that.
- The awards are the talk of the industry – and we can promise that you will be connected with all that positivity and goodwill.

PLES



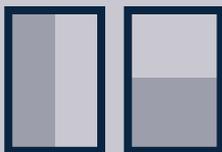
WHAT YOU NEED TO KNOW



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



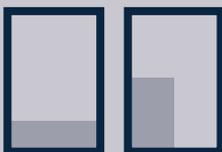
Full page
Trim 210 x 297mm
Bleed 216 x 303mm



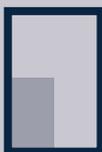
Half page vertical
Trim 105 x 297mm
Bleed 111 x 303mm



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

SOLUTIONS

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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

THE SOLUTIONS AWARDS

Always Positive About Print