



Imagine a world where no one was there to:



Check your **food** contains what it says on the label



Ensure you get what you pay for at the **petrol pump**



Stop your children buying **cigarettes** and **alcohol**



Prevent **rogue traders** from preying on your vulnerable neighbours



Intervene when your parents are conned into sending their savings to **scammers**



Make sure that **toys** sold on your high street are safe for your children



Stop **dangerous electrical goods** from being imported into your area



Prevent outbreaks of serious **animal diseases** on your local farm

Trading Standards professionals protect consumers and help legitimate businesses by stopping criminals and scammers profiting from illegal trading in the UK. They work hard to create a safe, healthy and fair trading environment for every citizen. Our publishing platforms offer a great opportunity for you to showcase your organisation, products and services to a wide and influential audience.

CTSI publishing... established in 1881 and now evolved to:

TStoday.
a monthly digital magazine

TSreview.
a quarterly printed journal

TRADING STANDARDS PLATFORMS

TS MEDIA PACK



TS Today has an impressive heritage as CTSI's flagship monthly magazine – the latest in a line that dates back more than a century

TS Today makes essential reading, bringing you monthly news and views from across the profession. It offers a balanced and objective overview of consumer and business issues from regulatory, consumer and business perspectives. The magazine is an easy-to-read digital publication optimised to look great on desktops, tablets and mobiles.

With dedicated apps available on Apple, Android, and Amazon platforms, every issue is full of must-read news and features plus additional content such as videos, slideshows, 'read-more' boxes and the facility to share via social media. The magazine is available for all to read, including CTSI members and non-members alike.

TS Today represents a tremendous commercial opportunity for advertisers and sponsors.

Features include:

- News and views from across the profession
- Legal updates
- Unlimited circulation
- Supporting enewsletter
- Video
- Slideshows
- Read-more boxes
- Easy to share articles



WHAT OUR
READERS THINK...

**"Excellent!
Lots of
interactive
things to see
and do"**

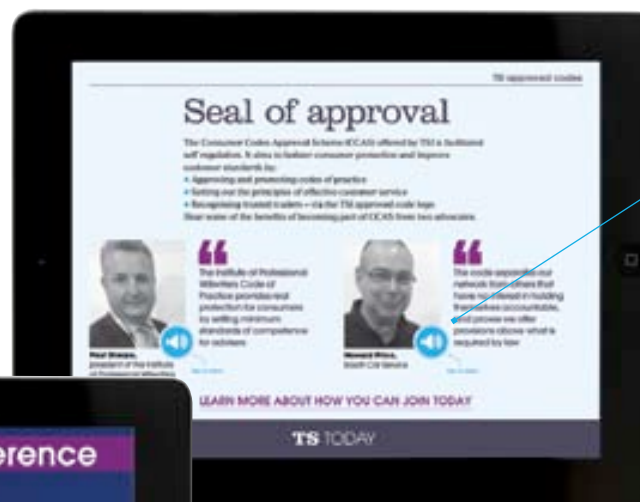
80%
enjoyed
reading it
online

**"Seems
brighter in
digital format,
and more
inviting"**

TS Today digital offers an exclusive range of opportunities to raise your profile within each digital issue – choose the approach that suits your brand best



A sponsored feature will associate your brand with essential learning



Audiobooms are a simple way to get your message across in person



Full display adverts allow your message to sit front and centre

Insert a video into your advert for a truly interactive experience

Advertising rates and specifications

RATES	£	SPECIFICATIONS
Display advertising – landscape		
Full display advert – ready formatted	£420	RGB, 300dpi set up to 2048w x 1536h pixels (please check the size in Photoshop). Either PDF if it is to be static or layered .psd (Photoshop) file if it requires animation.
To design and format from raw copy	£180	If features are not formatted, please provide Word document and hi-res images (300dpi RGB .jpg / .tiff / .eps)
Enhance your display advert with rich media		Total file size of all desired media must not exceed 5MB per page
Add an audioboom	£95	As MP3 or link to hosted file
Add a video	£125	As MP4 or link to hosted file

Sponsored features		
Full page sponsored feature – ready formatted	£585	RGB, 300dpi .jpg / .tiff / .eps set up to 2048w x 3072h pixels (please check the size in Photoshop). Either PDF if it is to be static or layered .psd (Photoshop) file if it requires animation. Logos to be supplied at 300dpi RGB .jpg / .tiff / .eps
To design and format from raw copy <i>20 % series discount available for three or more bookings</i>	£180	If features are not formatted, please provide Word document and hi-res images (300dpi RGB .jpg / .tiff / .eps)
Enhance your sponsored feature with rich media		Total file size of all desired media must not exceed 5MB per page
Add an audioboom	£95	As MP3 or link to hosted file
Add a video	£125	As MP4 or link to hosted file

RATES	£	SPECIFICATIONS
Business classified		
To include logo		RGB, 300dpi .jpg / .tiff / .eps
Standard 50 words		Supplied as Word document
3 months	£195	
6 months	£245	
12 months	£435	
Large 100 words		Supplied as Word document
3 months	£350	
6 months	£525	
12 months	£930	

Newsletter banner		
Header position	£450 + VAT	RGB, 300dpi .jpg / .tiff / .eps set up to 620 x 90 pixels or 52mm x 8mm
Footer position	£395 +VAT	As above
15% discount for securing both positions (max 3 month term) 5% series discount available		

VAT to be charged at current rate.



TS MEDIA PACK

TS Review will feature a range of opinions, perspectives and engaging features, as well as reflecting the changing role of the trading standards professional

A high quality, perfect bound printed publication for CTSI members and key influencers in central and local government.

Distributed four times a year, with the authoritative and heavyweight feel of a professional journal, and featuring a range of opinions, perspectives and features about our ever-evolving profession.

With a host of innovative sponsorship and advertising packages, this is an opportunity for organisations to associate themselves with a publication that reflects trading standards' influential role in the world of consumer affairs, business and government.

Features include:

- News analyses
- Opinions
- Influential academic research
- People profiles
- Education and training with free CPPD
- Best content from the monthly digital **TS Today**



WHAT READERS OF TS REVIEW THINK...

87%
rate it
excellent or
good

67%
used content
to support
their role

72%
read it from
cover to cover,
or most of it

Rates

Display advertising

Premium positions

Page: Inside front cover	£1,400
Page: Outside back cover	£1,400
Page: Adjacent to Matt Allwright column	£1,400

Run of magazine

Full page	£1,200
Half page horizontal	£750
Half page vertical	£750
Third page horizontal (as footer)	£475

Sponsorship packages

Associate your brand with this in-depth training or academic content

4-page training feature	£2,500
6-page academic feature	£2,500

Published Jan/Apr/Jul/Oct. Prices are per issue, with 25% discount available for 12-month sponsorship covering all four issues.

All prices subject to VAT at the current rate.

Specifications

All files should be 300dpi and CMYK. PDF is preferred.

Full page

216mm x 266mm (includes 3mm non-printable bleed on all sides)

Trimmed page size: 210mm x 260mm

Type area: 190mm x 240mm

Half page horizontal

170mm x 115mm

Half page vertical

80mm x 223mm

Third page horizontal (as footer)

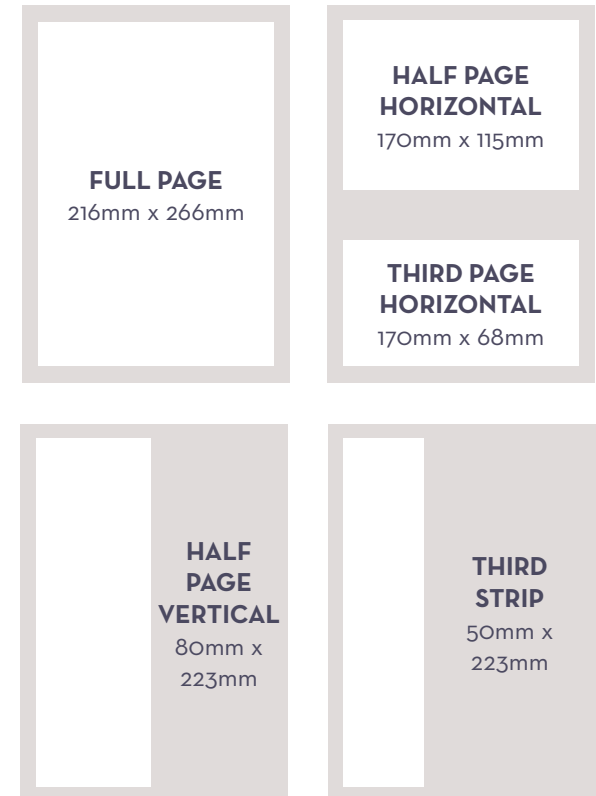
170mm x 68mm

Third strip (Sponsored content only)

50mm x 223mm

Sponsored packages (training or academic) include

- Full page advert
- Third strip advert
- Logo on each page



WHAT ADVERTISERS SAY ABOUT ADVERTISING WITH CTSI

“It is the perfect platform for us to reach the trading standards profession and raise the profile of our investigation management software solution”

Aniela Peter, Marketing Manager, WPC Software Limited



**For all advertising enquiries please call the CTSI sales team on
01268 582221, or email advertising@tsi.org.uk**

**Full details can be viewed at
www.tradingstandards.uk/advertising**

Trading standards is there to protect you.
Working hard to create a safe, healthy and fair trading
environment for every UK citizen.

TStoday.
TSreview.

Need a video?

Our publishing partner, CPL, has a competitive rate for corporate film production, and offers exclusive packages of support.
To discuss your videography requirements, please call 01223 477411

CHARTERED TRADING STANDARDS INSTITUTE • ESTABLISHED 1881

Information and prices correct at time of publication (January 2016)

