



# SUSTAINABILITY TODAY

## Media Information

### About Us

Sustainability Today is circulated nationally to key decision makers within UK industry. Our aim is to encourage UK industry to embrace issues of sustainability and best practice in order to reduce their carbon footprint. Sustainability Today is currently a supplement in Tradex News. On publication, circulation of the printed edition is 5,000 copies to approximately 15,000 readers. In addition to the printed distribution the publication has a variable download of 5,000 copies per month and we send 30,000 e-shots each month.



### Regular features

We work on an issue by issue basis, rather than issuing a forward features List. Regular features are as follows:

- Greenbuild news
- Water treatment and sanitation news
- Cleaning and hygiene news
- Heating and cooling news
- Drainage news
- Clean air news
- Pollution prevention and control news
- Recycling and waste management news
- Renewables news
- Energy efficient lighting news
- Offshore news
- Handling and storage news
- Sustainability news
- Alternative heat and power news
- Coastal and flood management news
- Utilities news
- Eco friendly products and services news
- Power management and efficiency news
- Environmental monitoring news
- Sustainability news
- Pumps and valves news

### Publication date & sizes

Published monthly.

Page size = 359mm high x 295mm wide.

Image size = 345mm high x 268mm wide (note this is not acceptable as a full page ad size).

Full page ad size = 320mm high x 268mm wide.

We do not print bleed anywhere. All pages have headers and footers.

An editorial service/colour separation charge may apply. Discounts apply to agencies and runs.

Proofs are only available on written request.

### Preferred formats

- An ad should be supplied to us as a high resolution PDF with all images at 300dpi or above, flattened transparency and embedded fonts, or as a high resolution JPG at 300dpi to the correct size at 100% (some common sizes are detailed right).
- Text should be supplied in Word document format.
- Pictures supplied to accompany large and small editorial pieces should be 300dpi high resolution JPGs, approximately A6 in size (105mm x 148mm), in either portrait or landscape format (files larger in size than this are acceptable, files smaller are not).
- We welcome high resolution logos in Illustrator EPS format if available.
- GIFs, PNGs, Powerpoint files, Publisher documents and low resolution imagery pulled off websites are not acceptable for print.
- Our email service has issues with files over 20MB in size; please feel free to use free online file delivery services like [www.yousendit.com](http://www.yousendit.com) or [www.mailbigfile.com](http://www.mailbigfile.com) instead.

### Ad Sizes

Some typical ad sizes, measurements & prices

Size	Height (mm)	Width (mm)	Price (£)
5x2 (classified)	50	62.5	50
13x3 (¼ A4)	137	97	275
13x6 (½ A4 horizontal)	137	197.5	475
32x3 (½ A4 vertical)	345	97	475
A4 page	283	200	800
Quarter page	170	130	400
Half page	170	265	700
Full page	345	265	1200

### Digital edition

The previous issues are archived and can be viewed on our website: [www.businessandindustrytoday.co.uk](http://www.businessandindustrytoday.co.uk)

If you would like to feature a press release or advertisement for your company in the publication, please contact the editor by email at: [sust@tradexnews.co.uk](mailto:sust@tradexnews.co.uk), by phone on 0121 550 4593 or by fax on 0121 550 5819. Visit [www.tradexnews.co.uk](http://www.tradexnews.co.uk) for current issues