

AsianTrader

Features List 2026

High impact examples to help stay top of mind
with retail decision makers



Cover Wrap



Inside front Cover Gatefold



Barn Door Front Cover



Disruptive Goal Post



Die Cut Front Cover



Editorial Weave Across
3 Pages & a Revel Page



Disruptive Creative



Sandwich

FEATURES LIST 2026

Issue Date	Artwork Deadline	Editorial Deadline	Main Category	Features	Business Feature
JAN	23 rd	9 th January	19 th Dec 25	Tobacco, Vape and Nicotine	<ul style="list-style-type: none">Breakfast and BakeryChinese New Year (17th Feb) ATMs
FEB	20 th	6 th Feburary	19 th January	Symbol, Fascia and Franchise	<ul style="list-style-type: none">Big Night InRamadan (17th Feb - 18th March) Insurance
MAR	20 th	6 th March	16 th Feburary	Chocolate and Sugar Confectionery (Easter 5th April)	<ul style="list-style-type: none">Eid (19th March)Babbies, Toddlers and Kids Accountants
APR	24 th	10 th April	16 th March	Lager, Beer and Cidery	<ul style="list-style-type: none">PMPsChilled and Frozen Chillers and Freezers
MAY	22 nd	8 th May	13 th April	World Food and Drinks	<ul style="list-style-type: none">Carnival and FestivalApps, In-Store Technology and Delivery Services Legal
JUN	19 th	5 th June	18 th May	Sports and Protein Products	<ul style="list-style-type: none">Summer of SportPet Care EPOS
JUL	24 th	10 th July	15 th June	Bottled Water, Soft Drinks and Juices	<ul style="list-style-type: none">BBQ and Summer ProductsIce CreamScottish Supplement Security
AUG	21 st	7 th August	13 th July	Crisps, Snacks and Nuts	<ul style="list-style-type: none">CleaningDairyCategory Management Shopfitting
SEP	18 th	4 th September	17 th August	Wines	<ul style="list-style-type: none">Symbol, Fascia and FranchiseTo Go Merchant Services
OCT	23 rd	9 th October	14 th September	Diwali (8th November)	<ul style="list-style-type: none">Hallowe'en and BonfireFood CupboardTobacco, Vape and Nicotine Finance and Banking
NOV	20 th	6 th November	19 th October	Spirits	<ul style="list-style-type: none">Hot BeveragesWinter Remedies and Pain ManagementBatteries Waste Services
DEC	18 th	4 th December	16 th November	Wholesale	<ul style="list-style-type: none">ChristmasForecourtsAT Wall Planner Cards and Wrapping Paper



Positions	Rates
Front Cover (FC)	£8,001
Inside Front Cover (IFC)	£4,501
Inside Back Cover (IBC)	£4,501
Outside Back Cover (OBC)	£5,201
Double Page Spread (DPS)	£7,401
First or Centre DPS	£7,601
Half Page DPS	£5,001
Full Page (FP)	£3,751
First FP	£4,101
Second FP	£4,001
Third FP	£3,901
Half Page (HP)	£2,451
Quarter Page (QP)	£1,601
Strip	£1,101

Technical Specifications	
FRONT COVER (portrait): Bleed 236(H) x 216mm(W) Trim 230 (H) x 210mm(W)	HALF PAGE (Horizontal): Bleed 151 x 216mm Trim 148 x 210mm Type 140 x 195mm
DPS: Bleed 303 x 426mm Trim 297 x 420mm Type 280 x 400mm	HALF PAGE (Vertical): Bleed 303 x 108mm Trim 297 x 105mm Type 280 x 93mm
FULL PAGE: Bleed 303 x 216mm Trim 297 x 210mm Type 280 x 195mm	QUARTER PAGE (Vertical): Bleed 151 x 108mm Trim 148 x 105mm
GATEFOLD: 1st Page: Bleed 303 x 204mm Trim 297 x 198mm	COPY DEADLINE 2 weeks prior to publication date Electronic Specifications jpeg or pdf files (fonts embedded) for PC Colour proof required. email ads to kamlesh@gujarat.co.uk
HALF PAGE SPREAD: Bleed 151 x 426mm Trim 148 x 420mm Type 140 x 400mm	

Terms and Conditions – cancellations will not be refunded after....

- All rates are exclusive of VAT
- Rates do not include charges for colour separations.
- Agency 10% Commission payable to registered advertising agencies.
- Any other special positions guaranteed only confirmed in writing by Asian Trader.
- No other positions can be guaranteed.
- Payment Terms: 15 days from date of invoice (2% interest per month will be charged on overdue accounts)
- Full terms and conditions available on request.

DIGITAL RATE CARD

Website

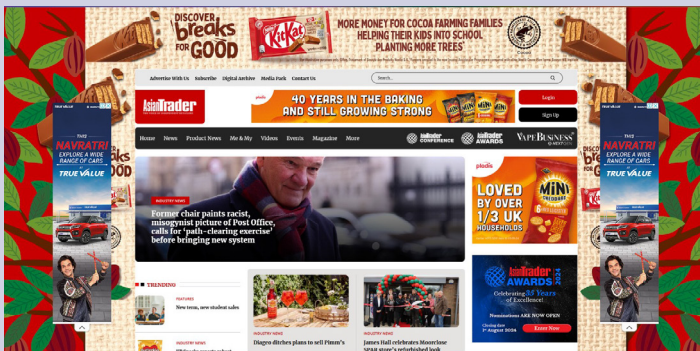
Position	Weekly Rate	Monthly Rate	Website Specs (w x h)	Mobile Specs (w x h)
Leaderboard	£750	£2,500	728 x 90	320 x 50
MPU	£750	£2,500	300 x 250	300 x 250
Half Page	£1,400	£4,500	300 x 600	NA
Video MPU	£1,000	£3,000	300 x 250	300 x 250
Billboard	£1,000	£3,000	970x250	320 x 50
Pop Up	£1,500	£5,000	300x250 & 336x280	300x250 & 336x280
Take Over	£2,000	£7,500	Available on Request	Available on Request
Fireplace	£1,500	£5,000	Available on Request	Available on Request
Native Advertising	£500		Available on Request	Available on Request

Newsletter

Position	Rate per 000	Specs (w x h)
Leaderboard Top	£100	728 x 90
Leaderboard Bottom	£75	728 x 90
MPU	£200	300 x 250
Solus E-Shot	£500	640 x 1,000

Carousel Native ad (5 Slides) 300x250

Container Size	: 300x250 px
Image Size	: 300x130 px
Logo Size	: 40x40 px
Title	: Maximum 35 characters
Description	: Maximum 80 characters



Take Over



Newsletter

Editorial copy deadline
4 weeks prior publication

Advertising copy deadline
2 weeks prior publication

Advertising copy send to
kamlesh@gujarat.co.uk



MEMBER OF
AUDIT BUREAU
OF CIRCULATIONS

Average fortnightly net circulation
1st July 2024 to 30 June 2025.

40,301

100% Individually Requested

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