

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

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 Bakery Chinese New Year (17th Feb) 	ATMs
FEB 20 th	6 th February	19 th January	Symbol, Fascia and Franchise	<ul style="list-style-type: none"> Big Night In Ramadan (17th Feb - 18th March) 	Insurance
MAR 20 th	6 th March	16 th February	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"> PMPs Chilled 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 Festival Apps, 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 Sport Pet 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 Products Ice Cream Scottish Supplement 	Security
AUG 21 st	7 th August	13 th July	Crisps, Snacks and Nuts	<ul style="list-style-type: none"> Cleaning Dairy Category Management 	Shopfitting
SEP 18 th	4 th September	17 th August	Wines	<ul style="list-style-type: none"> Symbol, Fascia and Franchise To Go 	Merchant Services
OCT 23 rd	9 th October	14 th September	Diwali (8th November)	<ul style="list-style-type: none"> Hallowe'en and Bonfire Food Cupboard Tobacco, Vape and Nicotine 	Finance and Banking
NOV 20 th	6 th November	19 th October	Spirits	<ul style="list-style-type: none"> Hot Beverages Winter Remedies and Pain Management Batteries 	Waste Services
DEC 18 th	4 th December	16 th November	Wholesale	<ul style="list-style-type: none"> Christmas Forecourts AT 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	
<p>FRONT COVER (portrait):</p> <p>Bleed 236(H) x 216mm(W) Trim 230 (H) x 210mm(W)</p> <p>DPS:</p> <p>Bleed 303 x 426mm Trim 297 x 420mm Type 280 x 400mm</p> <p>FULL PAGE:</p> <p>Bleed 303 x 216mm Trim 297 x 210mm Type 280 x 195mm</p> <p>GATEFOLD:</p> <p>1st Page: Bleed 303 x 204mm Trim 297 x 198mm</p> <p>HALF PAGE SPREAD:</p> <p>Bleed 151 x 426mm Trim 148 x 420mm Type 140 x 400mm</p>	<p>HALF PAGE (Horizontal):</p> <p>Bleed 151 x 216mm Trim 148 x 210mm Type 140 x 195mm</p> <p>HALF PAGE (Vertical):</p> <p>Bleed 303 x 108mm Trim 297 x 105mm Type 280 x 93mm</p> <p>QUARTER PAGE (Vertical):</p> <p>Bleed 151 x 108mm Trim 148 x 105mm</p> <p>COPY DEADLINE</p> <p>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</p>

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

- All rates are exclusive of VAT
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- No other positions can be guaranteed.
- Payment Terms: 15 days from date of invoice (2% interest per month will be charged on overdue accounts)
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DIGITAL RATE CARD

Website

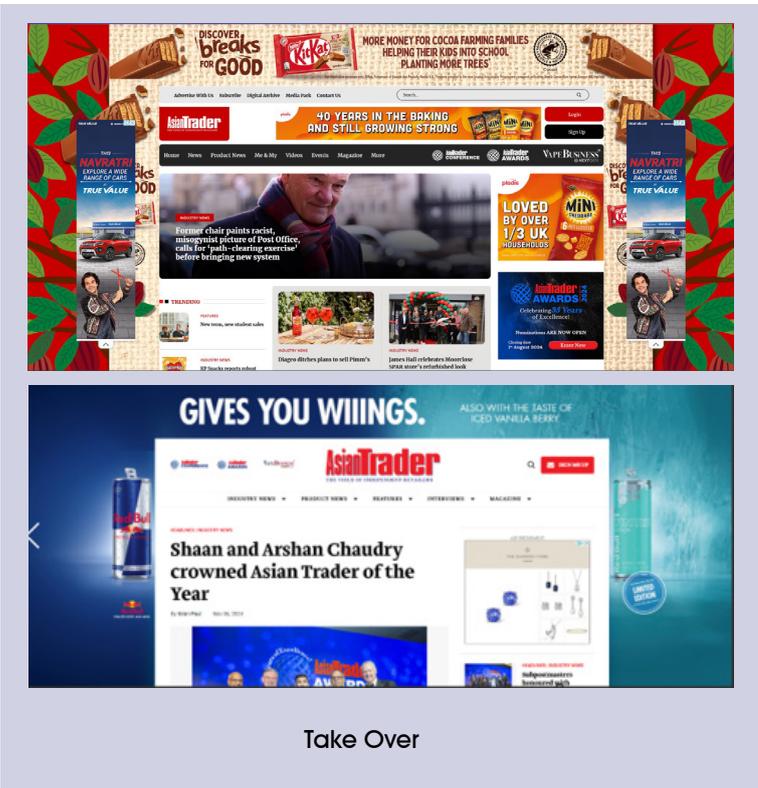
Position	Weekly Rate	Monthly Rate	Website Specs (w x h)	Mobile Specs (w x h)
Leaderboard	£750	£2,500	728 x 90	320 x 50
MPU	£750	£2,500	300 x 250	300 x 250
Half Page	£1,400	£4,500	300 x 600	NA
Video MPU	£1,000	£3,000	300 x 250	300 x 250
Billboard	£1,000	£3,000	970x250	320 x 50
Pop Up	£1,500	£5,000	300x250 & 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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