



Removals & Storage

The Magazine of the British Association of Removers



Media Information Guide 2023

www.bar.co.uk



The UK's **premier** magazine for
the Removals and Storage Industry
Now circulated to **all professional** removal companies

Why R&S is No.1

Our Readers Include:

- >> the entire BAR membership
- >> non-member removal companies
- >> over 300 international removal companies

Our Advertisers:

- >> Receive the best value rates of any comparable magazine
- >> See fantastic returns on investment



Removals & Storage is the premier magazine for the removals and storage industry.

It is a printed full colour A4 magazine that is circulated to not just the whole of the BAR membership in the UK and overseas but additionally to the rest of the professional removals sector in the UK.

It is also sent to affiliate companies, new and prospective Members, and relevant industry bodies. The publication is also distributed at targeted meetings, exhibitions and shows.

Why advertise in R&S Magazine?

Our Readership

In addition to removal companies R&S Magazine is read bi-monthly by key industry figures across the UK and internationally, as well as policymakers in the UK and across Europe.

Cost-Effective Advertising

BAR Members consider R&S Magazine to be the most important part of membership. Members find an informative level of editorial content and refer to back issues regularly, making this an even more cost effective tool for advertising. As the official bi-monthly publication of the British Association of Removers (BAR), R&S Magazine provides an unprecedented range of information and advice, covering issues, services and products relevant to the removals and storage industry. Its editorial is balanced and educational, and includes in-depth articles written by key figures from the sector. It is the essential source of knowledge for all owners, directors and partners of removal companies in the UK.

Advertising opportunities are available to all BAR Members, BAR International Associates, BAR Affiliates and any other suppliers who offer products and services to the removals and storage industry, such as:

- vehicle building, maintenance, supplies, ancillary and repair trade;
- financial and investment planning services (excluding removal insurance);
- office and IT supplies and services
- office, warehouse and vehicle security
- packaging & crate hire
- and more...



Digital Version of R&S Magazine

R&S Magazine is now available digitally to all Member branches online. This means that your digitised advert - whether you've included a video or image gallery - now has a far greater potential readership than before.



Advertising Deadline Dates 2023

Issue	Booking Deadline	Artwork Deadline	Mailing
Feb	09 Jan	25 Jan	03 Feb
Apr	07 Mar	27 Mar	08 Apr
Jun	08 May	29 May	07 Jun
Aug	03 Jul	20 Jul	03 Aug
Oct	05 Sep	25 Sep	06 Oct
Dec	07 Nov	23 Nov	02 Dec

For enquiries call 0117 957 5400
or email rands-ads@rubiconmarketing.net

rs Advertising Rates

Display Rates (per insertion)

	1-2 insertions		3-4 insertions		5+ insertions	
	Members/ Affiliates	Non- members	Members/ Affiliates	Non- members	Members/ Affiliates	Non- members
Full Page	£805	£1,010	£788	£988	£767	£961
Half Page	£508	£637	£491	£615	£470	£589
Quarter Page	£302	£378	£297	£373	£292	£367
Banner +	£270	£334	£255	£327	£248	£320
Banner	£205	£254	£194	£248	£189	£243
Inside Front/Back Cover	£961	£1,204	£940	£1,177	£918	£1,150
Outside Back Cover	£1,031	£1,290	£1,004	£1,258	£977	£1,225

Trade Rates

Trade notices are booked per unit or in multiples thereof, and run for a minimum of 6 issues (a full year).

One unit measures 30mm x 1 column (60mm).
1 unit - £300

Display Advertising Size Specifications

Full Page
(including 3mm bleed)
303 x 216 mm
trim: 297 x 210 mm

Half Page
132 x 190 mm

Banner +
55 x 190 mm

Banner
38 x 190 mm

**Half Page
Vertical**
276 x
88.5mm

**Quarter
Page**
132 x
88.5mm

Looking for a size/format not shown? Please give us a call to discuss your requirements.

Classified Rates

Eighth column (30 x 60mm)	£60
Quarter column (60 x 60mm)	£100
Half column (60 x 125mm)	£175
Double half column (125 x 125mm)	£300
Half page (132 x 190mm)	£450
Loose inserts (supplied, maximum size undersized A4)	£500

All advertising (display, trade and classified) is subject to VAT

Mechanical Specifications

All advertisements to be supplied as a hi-resolution PDF (Acrobat Distiller settings can be supplied on request). Page advertisements must be supplied with trim marks and bleed where appropriate. Half and quarter page advertisements do not require trim marks. Please send by email (file limit 10mb file, zip if larger) to steve@rubiconmarketing.net

Guaranteed Positions

All guaranteed positions, excluding front cover, inside front cover, inside back cover and outside back cover, are charged at normal rates plus 20% and are subject to availability.

Enquiries

Please contact Steve Pearce, Rubicon Marketing, 1a Badminton Road, Downend, Bristol BS16 6BB.
Email: rands-ads@rubiconmarketing.net • Tel: **0117 957 5400**

Removals & Storage: Terms and Conditions of Acceptance 2023

Publisher: An employee of the British Association of Removers or their contracted agent appointed to oversee the publication of a magazine or journal published by the BAR.

Advertiser: The company or individual who books the advertising space. Advertising agencies and agents are regarded as advertisers and are directly responsible for the payment of all space booked on behalf of clients.

Advertisement: The term shall include all advertisements, loose or bound-in inserts and glued cards.

Acceptance

- Advertising orders placed with the Publisher are subject to the following conditions. Unless specifically approved in writing by the Publisher, the conditions stipulated on an Advertiser's order form or anywhere else shall be void.

Bookings and Cancellations

- Advertising bookings will only be accepted on receipt of a signed booking confirmation form. The order shall be deemed acceptance of these terms and conditions. In no circumstances shall the placing of an order confer the right to renew on similar terms.
- The Advertiser shall notify the Publisher in writing if he requires any special conditions other than the foregoing to be incorporated and these shall be specifically accepted in writing by the Publisher.
- Cancellations received in writing prior to the copy deadline and within ¹0 days of the date of order are at no charge. Cancellations received four weeks or more prior to the issue booking deadline will be charged at ²0 per cent of the order value; cancellations received within four weeks of this deadline will be charged at 50% of the order value; cancellations within two weeks of this deadline will be charged in full.

Rates & Payment

- The Publisher reserves the right to increase the advertisement rates at any time or to amend the contractual terms concerning space or frequency of insertion. All contracts are accepted on the understanding that a rate increase or other amendment becomes immediately operative on all outstanding insertions, and shall not be deemed a breach of contract. In such event the Advertiser has the option of cancelling the balance of the contract without surcharge.
- A discount offered when a series of advertisements is booked only applies when that series is completed within one year of the first insertion. Where an advertiser books a series and benefits from a discounted rate and then subsequently cancels (for any other reason other than insolvency), the rate card will apply for the period for which the advert was published.
- Payment for advertisements by BAR Members/Affiliates/Partners must be made within ³0 days of the date of Invoice. The Advertiser, must ensure that payments are received by BAR by the due date. New advertisers, Non BAR Members/Affiliates/Partners are required to pay in advance of publication. Full payment terms are available from the Publisher. Payment can be made by debit or credit card, or direct debit (Members only), by agreement of BAR.
- The payment amount detailed in an invoice is due by the stated Payment Due date. The total amount outstanding will be accelerated upon the customer's default on its payment obligation. Should the customer also acquire the service(s) of a BAR subsidiary company or trading division such as QSS, BARS and BARTS, the total amount outstanding to each subsidiary will become accelerated upon the customer's default on its payment obligation to any one of the said subsidiary companies.
- In case of non-payment or late payments related to advertising or BAR Membership or any overdue payments due to BAR and/or its subsidiaries, BAR may, at its absolute discretion, suspend the Advertiser's advertisement without prior notice until all outstanding invoices have been paid in full by the Advertiser. It may also result in loss of any discounts BAR have given the Advertiser.

Advertisements/Copy

- Copy must be supplied by the Advertiser by the issue copy date without the Publisher requesting it. Should copy not be provided the Publisher reserves the right to repeat held copy, which will be invoiced at the appropriate rate.
- Artwork/copy must be supplied by the Advertiser or its agent in accordance with the specifications agreed with the Publisher.
- Artwork undertaken by the Publisher for advertisements may be charged for, to be agreed in advance of work commencing.
- The Advertiser shall be liable to incur the costs of resetting his advertisement once proofs have been prepared and for producing plates and/or proofs for publication.
- When an Advertiser arranges inserts with the Publisher, the Publisher shall be entitled to charge the booked rate for inserts failing to arrive at the agreed place and time for insertion.
- All copy shall be subject to the approval of the Publisher who reserves the right to cancel or withdraw advertisements at his discretion. In such cases, the Advertiser will be notified as soon as possible. No claim on the part of the Advertiser for breach of contract or damages shall arise from any such withdrawal.
- The Publisher reserves the right to amend any copy where necessary. If the Publisher considers it necessary to modify the space or alter the date or position of insertion, the Advertiser will have the right to cancel if such arrangements are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control.
- The Publisher shall not be liable for any loss caused by the non-appearance of any advertisement due to any cause whatsoever.
- The Advertiser warrants that no advertisement: (i) shall infringe or prejudice the rights of any third party (including without prejudice to the generality of the foregoing, intellectual property rights); (ii) shall be defamatory of any third party; (iii) shall constitute unfair competition or any like tort or civil wrong; (iv) shall infringe any laws, regulations and voluntary codes of conduct within the countries within which the advertisement is to be used; (v) shall infringe the British Code of Advertising Practice.
- The Advertiser further undertakes to indemnify and to keep indemnified the Publisher against any costs, claims and expenses which result directly or indirectly from any breach of any of the above warranties.
- In the event of any error or misprint in the printing of the Advertisement, except where attributable to a default by the Advertiser or its agents or where covered by Clause ¹6 above, the Publisher will make an adjustment to the cost. No re-insertion, refund or adjustment will be made where the error or misprint does not materially detract from the advertisement. In no circumstances shall the total liability of the Publisher for any error or misprint exceed: (a) the amount of a full refund of any price paid to the Publisher for the advertisement in connection with which the liability arose, or (b) the cost of a further or corrective advertisement of a similar type and standard to the advertisement in connection with which the liability arose. Any complaint concerning the reproduction of an advertisement must be received in writing by the Advertiser within four weeks of the publication date.
- These conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of England.

Publication details: Title: Removals & Storage: Frequency: 6 issues per year

Publisher: British Association of Removers, Tangent House, 62 Exchange Road, Watford WD18 0TG T: 01923 699 480