



Vape Business & NextGen

www.vapebusiness.biz



Asian Media Group
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Features List 2023

Issue	Features	Submissions Deadline
January Publication date: 20th Jan	Nicotine Pouches	19th December
February Publication date: 17th Feb	E-Liquids and Pods	16th January
March Publication date: 17th Mar	Vapril	13th February
April Publication date: 14th Apr	CBD Products	13th March
May Publication date: 12th May	Heated Tobacco and Next Generation Products	10th April
June Publication date: 9th June	Vape Devices	8th May
July Publication date: 14th July	Vape Wholesalers	12th June
August Publication date: 11th Aug	E-Liquids and Pods	10th July
September Publication date: 8th Sep	Stoptober	7th August
October Publication date: 6th Oct	Vape Fixtures	4th September
November Publication date: 3rd Nov	Diwali	2nd October
December Publication date: 8th Dec	Disposables	6th November

Magazine Rate Card

Special Positions

Inside front cover gatefold	£7,201
Polywrap	£5,601
Bellyband	£4,801
(space additional)	
Inside back cover perforated half page shopping list	£5,201
Front Cover	£6,501
Inside Front Cover	£2,716
Inside Back Cover	£2,716
Outside Back Cover	£2,801
First RHP	£3395
Second RHP	£3351
First /Centre DPS	£6501

Basic Rates

Full Page	£2,561
Double Page Spread	£5,041
Half Page DPS	£3,681
Half Page	£1,961
Quarter Page	£1,281
Classified (per scdm)	£20

Inserts for Asian Trader

40,318 A4 printed in full colour on 135gsm paper both sides giving two pages.

Inserted with Vape Business

Special package price	£4,951
A3 folded to A4 giving four pages. Printed in full colour throughout on 135 gsm. Inserted with Asian Trader	
Special package price	£6,251

Inserts, Gatefolds, Tip-ons, POS packs, Direct Mail and CRM available.

Price on request.

Technical Specifications

Front Cover:

Bleed 236 x 146mm
 Trim 230(height) x 140(width)mm

DPS:

Bleed 303 x 426mm
 Trim 297 x 420mm
 Type 280 x 400mm

Full page:

Bleed 303 x 216mm
 Trim 297 x 210mm
 Type 280 x 195mm

Gatefold:

1st Page:
 Bleed 303 x 204mm
 Trim 297 x 198mm

DPS:

Bleed 303 x 406mm
 Trim 297 x 400mm

Half page (Horizontal):

Bleed 151 x 216mm
 Trim 148 x 210mm
 Type 140 x195mm

Half page (Vertical):

Bleed 303 x 108mm
 Trim 297 x 105mm
 Type 280 x 93mm

Quarter page (Vertical):

Bleed 151 x 108mm
 Trim 148 x 105mm

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

Newsletter Rate Card

Newsletters	Per 1,000 sent	Ad Size (W-H)
Leaderboard Top	£100	728 x 90
Leaderboard Bottom	£75	728 x 90
MPU	£125	300 x 250
Solus Newsletters Sponsored	£500 per 1,000 sent	
Social Media Posts	£200 per 1,000 followers	

Digital Rate Card Website

	CMP Charges (per 1,000 views)	Monthly Tenancy	Weekly Tenancy	Desktop Ad Size	Mobile & App Ad Size
Leaderboard / Banner	£30CPM	£1,500	£375	728x90	320x50
Skyscraper	£30CPM	£1,500	£375	300x600	320x100
MPU / Box	£40CPM	£2,000	£500	300x250	300x250
DMPU	£50CPM	£2,500	£625		
Video Advert (10 to 30 Seconds)	£60CPM	£3,000	£750	300x250	250x250
Hope Page Take Over	£150CPM	£7,500	£1,875	1400x900	200x200
Sponsored Section (Entertainment, Sports etc)					
Pop-Up		£2,500	£625	300x250	200x200
Skin	£100CPM	£5,000	£1,250		

Other creatives available on request



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ENGAGE, EMBRACE, ENRICH

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- 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 Vape Business.
- 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.