

**Sign industry contacts 13,000**

## Description/Profile

Sign-Link is a trade magazine aimed at the UK sign making industry. Mailed on a monthly basis, this magazine is distributed to all areas of the sign industry to a circulation of around 12,000 industry contacts.

The database is maintained and updated on an ongoing basis, and is fully validated once a year by emailing all addresses and getting the individual company to validate their details. This database consists of decision makers in companies who are actively involved in the sign making industry in some way. Either they are providing commercial signage or are suppliers of equipment & products to sign makers. The list also includes sign buying groups like major retailers and exhibition and show organisers. The contact names for the file are generally speaking managing directors, proprietors or purchasing managers.



## Circulation by company activity

Sign-makers	5,013
Screen-printers	1,052
Digital display printers (large-format)	401
Sign writers	1,322
Engravers	1,902
Shop fitters	1,515
Manufacturers and suppliers	1,045
Sign buyers	1,918

## E-mail Marketing

There are around 12,000 personal e-mail contacts available for solus email broadcasting for a fixed price of £795 + VAT.

## RATES

### Single Use Rates

<b>Postal</b>	<b>£195/000</b>
<b>Telephone</b>	<b>£225/000</b>
<b>Email (Solus)</b>	<b>£795 flat</b>

### 12 Month Use Rates

**POA**

### Selections

<b>Geography</b>	<b>£10/000</b>
<b>Company Activity</b>	<b>£10/000</b>

**Delivery** £35 flat

### Terms & Conditions

**Minimum order: 5,000 records**  
**Emails released: No**  
**Delivery: 2/3 working days after approval**

**For counts, or more information contact:**

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