

HUGGLETS UK

# TEDDY BEAR GUIDE 2012



## Advertising rates and data

*This is now your opportunity to let the  
UK Teddy Bear Guide promote your business  
during the coming year*

**Please print these pages and return your signed  
form by post or fax by 7th September 2011**

Thousands of teddy bear collectors, makers,  
dealers and retailers in Britain and overseas  
eagerly read The UK Teddy Bear Guide  
and refer to it again and again

---

The UK Teddy Bear Guide  
works hard for you all year round  
– bringing you the right  
customers for your products

---

**The essential resource for teddy bear  
collectors and businesses**

---

# ADVERTISING RATES AND DATA

The UK Teddy Bear Guide is published A5 size - 210mm x 148mm

## Sections:

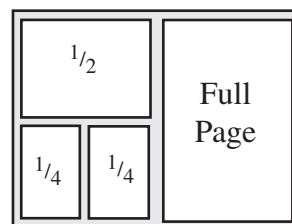
- A. Shops and Sources for new bears (mainly retail shops)
- B. Shops and Sources for old bears (mainly dealers and auction houses)
- C. Bear Makers and Artists
- D. Teddy Bear Fairs & Organisers
- E. Bear Making Supplies & Courses
- F. Bear Repairers
- G. All Else That's Bruin

**Do you need to see the Guide to help plan your advert?**

Please view the online edition at  
[www.hugglets.co.uk](http://www.hugglets.co.uk)

Display Space:	NO PRICE INCREASES	b/w	+1 col	full colour
Quarter page	(90mm x 60mm)	£95	£125	£145
Half page	(90mm x 125mm)	£175	£235	£265
Full page	(185mm x 125mm)	£325	£435	£485

(Full page colour can use full 210mm x 148mm page. With bleed 216mm x 154mm)      £1 = approx US\$1.60



**Bear Gallery:** A showcase feature for bear makers to enter a colour photo (printed approx 5cm x 3.5cm) for just £65 or FREE if you are also booking a display advertisement in the Bear Makers & Artists section.

**Extras:** All prices are subject to VAT for advertisers based inside the UK. There is no VAT added to overseas entries. For specified positions such as right hand page or on same spread as your listing add 10%. Cover positions and special early pages are charged at a premium.

**Advertisement preparation** can be arranged by Hugglets. The cost will be approx 10% on the above prices (may be extra if more than one photo). A proof of your advert will normally be sent prior to publication for your approval. Please send us a rough layout of your ideas or telephone us if you need to discuss the make-up of your advertisement. Minor amendments to previous adverts prepared by us can be made at little or no cost.

**Electronic media:** Please email your files to [info@hugglets.co.uk](mailto:info@hugglets.co.uk) or post a CD. Your advert can be submitted as a complete jpg or tiff image (300dpi) or highest quality pdf with fonts embedded. Photos for the Bear Gallery, or for us to use in preparing your advert, should ideally be emailed to us in jpg format.

**Listings:** Your business name, contact details and up to twenty words of description in any section costs £15. The first listing is free if you are booking a display advertisement (Gallery entries are not display advertisements). We recommend you take listings in all sections appropriate to your business. To have your listing **highlighted in bold** add a further £10. The listing format, including description, follows our standard style.

**Posting to us:** We prefer adverts to be submitted by email. If sending materials by post we recommend using a registered or signed-for service. Most mail can be addressed to our normal PO Box but courier services may require our street address which is Hugglets, 28 Walpole Road, Brighton, BN2 0EA, UK

**All copy and artwork must reach us by Wednesday 7th September 2011.** (Publication end October 2011)

Everyone appearing in the Guide will receive a complimentary copy.

## Terms and Conditions

1. The Publishers reserve the right to refuse or withdraw any advertisement at their sole discretion.
2. The Advertiser shall fully indemnify the Publishers in respect to any claim arising from the advertisement.
3. The Publishers shall not be liable for any loss or damage due to error, late publication or the failure of an advertisement to appear, whatever the reason.
4. Whilst care will be taken of artwork and advertising materials, no liability can be accepted for loss or damage to them.
5. Cancellations must be received by 7th September 2011.
6. Payment period for invoices (normally UK only) is 30 days. Invoices are dated and card payments taken on the day Guides are despatched.
7. The Publishers reserve the right to charge interest at 1.5 percent per month on overdue payments plus reasonable legal and collection charges.
8. Changes to these terms and conditions will apply if stated in writing by the Publishers.

**Hugglets, PO Box 290, Brighton, BN2 1DR, UK Partners: Glenn & Irene Jackman**

**Tel: +44 (0)1273 697974 Fax: +44 (0)1273 62 62 55 info@hugglets.co.uk www.hugglets.co.uk**



**Additional listing - £15 (+VAT)**

In Section (please circle): A B C D E F G

Trading Name:

Address:

Landline:

Mobile:

Fax:

E-mail:

Web:

**20 words of description** (Please note: Entries exceeding 20 words will be cut).


Please tick this box if **bold black type** required (£10 +VAT)

---

**Additional listing - £15 (+VAT)**

In Section (please circle): A B C D E F G

Trading Name:

Address:

Landline:

Mobile:

Fax:

E-mail:

Web:

**20 words of description** (Please note: Entries exceeding 20 words will be cut).


Please tick this box if **bold black type** required (£10 +VAT)



Published annually since 1987

**Hugglets, PO Box 290, Brighton, BN2 1DR Partners: Glenn & Irene Jackman**

**Tel: +44 (0)1273-697974 Fax: +44 (0)1273-62 62 55 info@hugglets.co.uk www.hugglets.co.uk**



**For use with advertisement  
booking form**

If you would like us to  
prepare your display advert  
please use this sheet to  
indicate your wording and  
approximate layout.

Remember to supply any  
photo, logo or illustration  
which you wish to be  
included and send them  
together with your  
advertisement booking form.

---

To appear in Section .....

Full page 185mm x 125mm (colour adverts can use full A5 size)

Quarter 90mm x 60mm

Half 90mm x 125mm