Vending International provides comprehensive coverage of the latest trends, products and services in the fast paced and ever developing world of automated marketing. Founded in 1967, this specialist business journal is firmly established as an essential communication link between manufacturers, importers, suppliers and operators, facilities managers and specifiers of all vending related products.

As well as presenting numerous marketing and promotional opportunities, Vending International also offers extensive previews of forth coming events, exhibitions and industry news direct from experts in their field. Advertisers can depend on Vending International to reach their targeted market quickly and cost effectively, ensuring business growth and market penetration. The vibrant glossy magazine format provides the perfect editorial platform in which to place your sales message to reach key decision makers. With the inclusion of telephone hot line numbers, e-mail and website addresses, advertisers gain from rapid response. Whatever the size of your budget, Vending International can generate quality leads along with company and brand awareness.

**2018 Features List**

**JANUARY/FEBRUARY**
- WATER
- PAYMENT SYSTEMS
- DISPOSABLES & RECYCLING
- FM VEND (Guide for Facilities Managers)
- Editorial deadline: 16th December

**MARCH**
- SNACKS & CONFECTIONERY
- VENDING SOFTWARE
- SOFT DRINKS
- Editorial deadline: 17th February

**APRIL**
- CASHLESS VENDING
- HOT BEVERAGES
- STOCK CONTROL
- VENDEX PREVIEW
- Editorial deadline: 17th March

**MAY**
- HOT FOOD VENDING
- FINANCE & LEASING
- MACHINE GUIDE
- VENDITALIA PREVIEW
- VENDEX REVIEW
- Editorial deadline: 14th April

**JUNE**
- VENDING IN EDUCATION
- VENDING CUPS
- ETHICAL VENDING
- VENDIES PREVIEW
- Editorial deadline: 19th May

**JULY/AUGUST**
- COFFEE & TEA
- VENDING INGREDIENTS
- PAYMENT SYSTEMS
- 2018 DIRECTORY & BUYERS GUIDE
- Editorial deadline: 16th June

**SEPTEMBER**
- WATER
- MACHINE & MACHINE REFURBISHMENT
- MARKETING
- COIN & NOTE HANDLING
- Editorial deadline: 11th August

**OCTOBER**
- SECURITY IN VENDING
- SNACKS & CONFECTIONERY
- OFFICE REFRESHMENT
- VENDEX PREVIEW
- Editorial deadline: 22nd September

**NOVEMBER**
- LEISURE VENDING
- NON-FOOD VENDING
- SUSTAINABILITY
- Editorial deadline: 13th October

**DECEMBER**
- HEALTHY UPDATE
- HOT FOOD VENDING
- MACHINE UPDATE
- VENDEX REVIEW
- Editorial deadline: 17th November

*Please note: The features may be subject to change at the Publisher’s discretion.*
Marketing Opportunities

Display advertising is proven to be a highly effective means of promoting products and services, however the opportunities within Vending International do not stop there – to ensure maximum benefit from the magazine a number of further promotional activities are available.

**Loose Inserts** – cost effective means of circulating promotional material, costs start from £600.

**Bound-In Inserts** – allows specific placement of marketing literature, newsletters etc.

**Direct Mail** – using the VI circulation of your mailing requirements (you supply literature we do the rest).

**Belly Wraps** – An innovative means which can be used in conjunction with a front cover advert.

**Poly Bag Promotion** – have your marketing message printed on our poly bag and reach our readers for a full year, great for brand awareness.

**Card & Guard** – our subscription card offers a great means of promoting your company on a monthly basis, 12 months £5000.

**Sponsorship of VI news pages** – logo and banner 12 months £3000.

The Guide to the Trade

THE ONLY ANNUAL DIRECTORY PUBLISHED FOR THE VENDING TRADE – WIDELY RECOGNISED AS THE ‘BIBLE TO THE INDUSTRY.’

**Vending International Handbook** – and **Buyers’ Guide** . . .

produced at the beginning of each year this handy A5 handbook is the buyers’ bible for the industry, advertising opportunities include display pages, panel boxes, logos and highlighted entries.
Advertising rates

Front cover plus editorial support £2500
Gate-fold £3500
Back cover £1950
Inside back cover £1250
Inside front cover £1950
Early right hand full page £1850
Double page spread £3000
Full page ROP £1575
Half page £900
Third page strip £750
Quarter page £480

Series discounts available.

Advertorial packages

Double page spread 1000 words 8 images & logo £1650
Full page 400 words plus 4 images & logo £800
Half page 200 words plus 2 images & logo £450

Product showcase includes 100 words plus image, hotline and web address £150
(Ideal for all new products launched into the industry but not relevant to the months particular focus)

Circulation

Vending International is unique in the fact that we can offer access to specified sectors of the Automated Vending Market.

Breakdown
Current operators 532
Facilities Managers/Buyers & Specifiers
Public sector (police, Fire etc) 767
Local authority/Councils 924
Leisure/Conference/Hotels 289
Healthcare 251
Schools & colleges 1033
Universities 219
Adult education & training facilities 366

Other copies
Manufacturers 220
Subscriptions 199

Total monthly circulation 4800

Advert sizes

Front cover 306 x 229 trimmed
Double page spread 306 x 458 trimmed 275 x 436 type area
Full page 306 x 229 trimmed 275 x 203 type area
Half page Vertical 306 x 110 trimmed
Quarter page Vertical 130 x 95
Quarter page Horizontal 65 x 203
Third page vertical 306 x 73 trimmed

Please add 3mm bleed to all adverts

Tickertape advertising
One month £400
Three months £900

Banner or Skyscraper advertising
One month £200
Three months £500
Six months £700
Twelve months £1000

Monthly Newsletter banner advertising
One month £150
Three months £300

Classified
6cm x 1 column panel £700 year
6cm x 2 column panel £900 year

Recruitment adverts
Quarter page £375
Half page £700

Technical specifications

Preferred files
Adobe Acrobat PDF version 1.3
CMYK, files to contain crop marks were a bleed is required. All fonts to be embedded.
300dpi recommended or QuarkXpress, Adobe Illustrator, Adobe Photoshop.

Submitting material
By post with CD and colour proof,
Design and Media Solutions, Tovil Hill, Maidstone, Kent ME15 6QS.
By e-mail vending@datateam.co.uk
By FTP 01622 681366

Contact
Datateam Business Media Limited
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