

# MERCH MAGAZINE



*The magazine for the  
promotional industry*



**2026  
MEDIA  
PACK**

INDUSTRY

# YOUR INDUSTRY VOICE IN PRINT AND DIGITAL

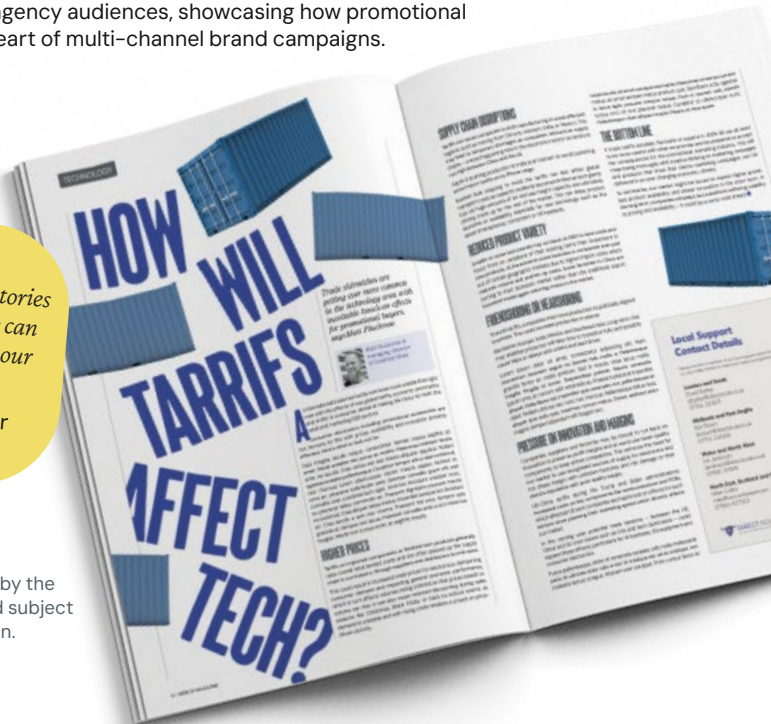
From January 2026, Merch Magazine marks a return to print (formally Product Media Magazine), delivering a bi-monthly hybrid solution that combines the tactile impact of print with the reach and immediacy of digital. Published by the British Promotional Merchandise Association (BPMA), Merch Magazine connects suppliers, distributors, agencies, and brands with inspiring content, case studies, and creative ideas.

With a print circulation reaching decision-makers across the promotional merchandise supply chain and a digital edition accessible worldwide, advertisers benefit from the best of both worlds – the authority of print and the flexibility of digital interactivity.

Alongside news, industry insights, and product inspiration, Merch Magazine acts as a bridge to brand and agency audiences, showcasing how promotional merchandise sits at the heart of multi-channel brand campaigns.

*Merch gives us the stories and inspiration we can share directly with our brand clients."*

BPMA Distributor



All submissions are reviewed by the editorial team. Copy provided subject to editorial review and revision. Inclusion is not guaranteed.

# SPECIAL FEATURES & EDITORIAL DIRECTION 2026

Each issue of Merch Magazine is built around a special feature theme, offering in-depth editorial, expert commentary, and product showcases that spotlight the innovation, sustainability, and creativity driving the promotional merchandise sector.

For 2026, our features are designed not just for the trade – but also to entice creative agencies and brand marketers seeking inspiration and real-world results.



## 2026 Special Feature Themes

**People, Culture & Purpose** – Exploring how authentic leadership, strong values, and connected teams drive meaningful impact across the promotional merchandise industry.

**Peak Season Inspiration** – A showcase of creative ideas, strategies, and standout campaigns to energise brands and boost sales during the busiest buying months.

**Innovation & The Future** – Highlighting the technologies, trends, and bold thinking shaping the next generation of products and promotional marketing.

\*Issue themes subject to change

## FEATURES

# ADVERTISING & PRINT SCHEDULE 2026

**Publication Frequency:** Bi-monthly (6 issues per year)

**Format:** Print + Digital (interactive edition with clickable ads)

Issue	Theme (Special Feature)	Publication Date	Artwork & Editorial Deadline
Jan–Feb 2026	The Power of Promotional Products	<b>5 Jan 2026</b>	15 Nov 2025
Mar–Apr 2026	Sustainable Impact	<b>2 Mar 2026</b>	10 Jan 2026
May–Jun 2026	Branded Experiences	<b>4 May 2026</b>	15 Mar 2026
Jul–Aug 2026	People, Culture and Purpose	<b>6 Jul 2026</b>	15 May 2026
Sep–Oct 2026	Peak Season Inspiration	<b>1 Sep 2026</b>	18 Jul 2026
Nov–Dec 2026	Innovation & The Future	<b>3 Nov 2026</b>	19 Sep 2026

### Deadlines & Editorial Submissions

We welcome news, views, case studies, success stories, and product features from across the industry. Merch magazine is the perfect platform to share your expertise, product innovations, and company updates with an engaged trade and agency audience.

### Combined Deadlines

To ensure inclusion, all advertising artwork and editorial content must be submitted by the combined deadline listed in the Advertising & Print Schedule (three weeks before each publication date).

Editorial content should be supplied as Word or plain text files (not PDFs).

Images should be supplied separately as high-resolution (300dpi) JPEGs or TIFFs. Logos and graphics should not be embedded in documents.

Advertising artwork should be press-ready, supplied as high-resolution PDFs (minimum 300dpi, CMYK). Fonts should be embedded or outlined.

Late submissions may not be considered for inclusion.

### Where to Send

Editorial submissions: [editor@merchmagazine.co.uk](mailto:editor@merchmagazine.co.uk)

Press releases (BPMA members): [marketing@bpma.co.uk](mailto:marketing@bpma.co.uk)

Advertising artwork & queries: Once advertising agreed, advertisers will be emailed an artwork upload link.

All content is subject to editorial review. Inclusion is not guaranteed.

**MEDIA AVAILABLE**

# MEDIA SOLUTIONS TO SUIT YOU

From traditional advertising positions to digital banners to inserts, there is a range of advertising solutions to suit your budget. Media positions are available to all BPMA members and non-members where indicated.

- Premium positions (available to BPMA members only)
- Inside front cover
- Right facing
- Back cover
- Inside back cover
- Centre spreads



## **Standard media positions**

Together with full pages, half pages in both vertical and horizontal positions are also available in each issue.

## **Digital banners**

Digital advertising banners can also be booked as a standalone position or to complement print media and are available for BPMA members to book.

## **Bespoke media solutions**

Please contact [advertising@merchmagazine.co.uk](mailto:advertising@merchmagazine.co.uk) with details of your proposed campaign and receive a quotation.

We also consider proposals for front cover take overs, branded outer digital wraps and additional one off media solutions. Talk to us about what is possible today.

Please note, tailor-made digital or postal mailings are available. These require a minimum of 3 months notice from issue copy deadline and all inserts are tested and approved before they are booked.

## **Want to become a member?**

If you are interested in becoming a BPMA member to access premium media positions, please contact the BPMA via [membership@bpma.co.uk](mailto:membership@bpma.co.uk)

**RATES**

# ADVERTISING RATES

	Member rate card*	Non member rate card*
Centre spread	£1,050	BPMA member only
Double page spread	£975	£1,495
Full page	£700	£995
Half page	£490	£700
Quarter page	£300	£500
Full page right facing ad, first 10 pages	£720	BPMA member only
Full page ad within first 10 pages	£710	BPMA member only
Inside front cover	£725	£1,050
Inside back cover	£690	BPMA member only
Back cover	£910	BPMA member only
Vertical half page	£395	£600
Vertical third page	£250	£500
Half page vertical + full page r/facing	£1,095	£1,595
Third page vertical + full page r/facing	£950	£1,495
Online banner adverts	POA	POA

Discounts for series of 3 or 6 adverts available.

\*Prices exclude VAT. Prices may be subject to review. Member rates are available to current members only.

**RATES**

# DIGITAL ADVERTISING

on *MerchMagazine.co.uk*

Digital advertising is also available when full pages are purchased to complement magazine issue advertising.

	<b>Member rate card*</b>	<b>Non member rate card*</b>
4 week bannerad ProductMediaMagazine.co.uk	£350	BPMA member only
4 week skyscraper ad ProductMediaMagazine.co.uk	£250	BPMA member only
8 week listing	POA	BPMA member only

## **Digital Issue: direct links to your website**

Unless specified, your advertisement will be linked to your main website page and a report provided on interactions.

When booking media, please advise if you would like your digital advert version to be directed to a designated link.

\*Prices exclude VAT. Prices may be subject to review. Member rates are available to current members only.

# ADVERTISING PROCESS

## 1. Advert Booking

Please complete the advertising request form, highlighting advert sizes required and issues you wish to advertise in. Any queries, please email [tom@bpma.co.uk](mailto:tom@bpma.co.uk).

## 2. Quotation

Once advertising request form is received, we will email you a quotation with full costs, agreed advert deadlines and payment schedule for acceptance. To accept the quotation, click on the link within the email to view the online quotation, where you can accept, decline or comment. Please note, quotations are valid for 7 days. Advertising space is subject to availability and allocated in order of accepted quotation received.

Once accepted (by clicking the link within the email), an order confirmation is sent highlighting advertising order details, including artwork deadlines, submissions and terms and conditions.

## 3. Artwork request

Before each issue, you will receive an email from [bpma@atgraphicsuk.com](mailto:bpma@atgraphicsuk.com), prompting artwork upload into the adtracker system. Automated reminder emails are sent until artwork files have been uploaded. If, for any reason, you are not able to meet an artwork deadline please notify [bpma@atgraphics.com](mailto:bpma@atgraphics.com) and [tom@bpma.co.uk](mailto:tom@bpma.co.uk) to discuss.

## 4. Artwork Check

Once your artwork is uploaded, the system scans your artwork to ensure it passes quality checks. Post quality check adverts go to publication. Further approval is not required. Repeat adverts can then be instructed for future issues. In the unlikely case of artwork quality issues, you are notified by email.

Any process questions please do not hesitate to contact us, we will be happy to help. Email [tom@bpma.co.uk](mailto:tom@bpma.co.uk) or call 01372 371 184.

*"We link in our ads with special features for maximum impact"*

BPMA Supplier

*"Advertising in MM has increased product specific enquiries and orders, advertising has really worked for us"*

BPMA Supplier

# TERMS & CONDITIONS

## 1. Advertisements

1.1 The BPMA reserve the right to refuse advertisements upon sight of artwork, particularly in cases of conflict of interest.

1.2 Advertising space is subject to availability and available in order of signed quotations received.

1.3 All advertisements and inserts are invoiced prior to magazine print.

1.4 All advertisements to meet required artwork specifications, as shown below and within Product Media magazine Media Pack.

## 2. Artwork specification

2.1 CMYK colour - All artwork to be supplied as press ready and set to CMYK colour mode.

2.2 Acceptable file formats: Please supply high-resolution PDFs. The following file formats are also accepted: TIFF, JPEG, EPS.

2.3 Resolution: All artwork to be a minimum of 300dpi. Web resolution artwork or logos cannot be published.

2.4 Typefaces and fonts: Please ensure all fonts are either embedded or outlined. Material supplied requiring adjustment is subject to additional charges.

2.5 The BPMA do not accept artwork directly. Artwork is to be approved by member contact and uploaded into the supplied ad-tracker system.

2.6 The BPMA are not accountable for digital print errors once a member has approved artwork. If a member fails to approve final advert proof by deadline date, artwork is printed as presented.

2.7 Deadlines are the latest possible submission dates for articles and adverts. If deadlines are at risk of being missed, please contact us as soon as possible.

2.8 The BPMA cannot guarantee inclusion for any artwork supplied after deadline dates.

## 3. Tailormade mailshots (postal or digital)

3.1 The BPMA requires product images, description, materials, weight and dimensions to provide a quotation for bespoke mailshots to the Product Media postal database.

3.2 Postal: One sample is to be sent to the BPMA's chosen mailing house for pressure testing. All insert orders require BPMA artwork sign off. Digital: file sample to be sent for approval.

3.3 One full page advert is a required purchase to accompany each mailshot. Accompanying full page adverts are to be positioned on a right hand premium position within the publication.

3.4 The BPMA reserve the right to refuse inserts on sight of artwork, particularly in cases of conflict of interest.

3.5 Members can commit to a maximum of 2 inserts per calendar year (6 available issues). All bookings must be in advance.

3.6 Advertorial content attracts advertising rates as published.

## 4. Cancellation

4.1 In the event members wish to cancel advert bookings, please contact the BPMA as soon as possible. Cancellations may only be accepted prior to advert artwork submission deadlines. To discuss your cancellation request in more detail please contact [enquiries@bpma.co.uk](mailto:enquiries@bpma.co.uk).

## CONTACTS

Call: membership on 01372 371184

Email: [advertising@merchmagazine.co.uk](mailto:advertising@merchmagazine.co.uk)

Email: [editor@merchmagazine.co.uk](mailto:editor@merchmagazine.co.uk)

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[www.merchmagazine.co.uk](http://www.merchmagazine.co.uk)

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from the  
**bpma**