



WINDOW *talk*

EDITORIAL

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PUBLISHER

FEDERATION OF WINDOW CLEANERS

ARTWORK

Spurrell Design

ADVERTISING

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Bryan Dolby

2012 Media information

All advertisers are respectfully reminded of the requirements of the trade description Act 1968. The Advertising Standards Authority have a Pre-publication check for Advertisers fax a copy of your advertisement to 020 7580 4072 or email copy advice@cap.org.uk Or view their website: <http://cap.org.uk/>



WINDOW TALK EDITORIAL

Contact: Beryl Murray—Editor on: 0161 432 8754 / beryl@f-w-c.co.uk

2012 FEATURES LIST - A4 Quarterly publication

Each Quarter Window Talk highlights issues affecting the industry by publishing features and editorial on products and services relating to health and safety and many other Trade issues.

Submitting editorial

The copy deadline for submitting press releases for consideration is usually the 20th of the following:

- November for the January Publication
- February for April publication
- May for the July publication
- August for the October publication

If you have an idea for a feature-length article please contact the Editor to discuss it. Should you be invited to contribute, you will need to send a summary of the main points of the piece you intend to write.

JANUARY 2012 - deadline date 25th November 2011 -

- 2012 WINDEX + FWC AWARDS
- HOW TO SECTION - WINDOW CLEANING
- SAFETY IN WINDOW CLEANING
- TRADE NEWS AND SPECIAL OFFERS
- EDITORIAL INVITATION - advertisers only

APRIL ISSUE – deadline 25th February 2012 –

- 2012 WINDEX REVIEWS
- EDITORIAL INVITATION - advertisers only
- SAFETY TRAINING FOR WINDOW CLEANERS
- NEW PRODUCTS & SERVICES
- TRADE NEWS AND SPECIAL OFFERS
- HOW TO SECTION - WINDOW CLEANING

JULY ISSUE – deadline date 25th May 2012 -

- SAFETY GUIDANCE FOR WINDOW CLEANERS
- EDITORIAL INVITATION - advertisers only
- NEW PRODUCTS & SERVICES
- TRADE NEWS AND REVIEWS
- SUMMER OFFERS

OCTOBER ISSUE – deadline date 25th August 2012 -

- THE CLEANING SHOW 2013
- HOW TO SECTION—WINDOW CLEANING
- EDITORIAL INVITATION - advertisers only
- SAFETY FEATURES AND PRODUCTS
- TRADE NEWS AND REVIEWS



WINDOW TALK” TRADE JOURNAL

QUARTERLY ADVERTISING RATES 2012 EXCLUDING V.A.T.

15% DISCOUNT FOR 4 CONSECUTIVE BOOKINGS

Price after
15% discount



| | |
|---|-------------------|
| Full page A4 Colour W190mm x H 277mm (with bleed W.216mm x H.303mm) | £550.00 (£467.50) |
| Half Page Landscape - Colour W.190mm x H.125mm (with bleed 216mmx H 138mm) | £400.00 (340.00) |
| Half Page Portrait - Colour W.128mm x H 190mm (No bleed allowance) | £400.00 (£340.00) |
| Half page Column - Colour –W.60mm x H.270mm (No bleed allowance) | £400.00 (£340.00) |
| Quarter page – Colour - Portrait H.125mm x W.90 mm | £250.00 (£212.50) |
| Double Sided A4 or Tri-fold Leaflets (for distribution) 1200 _____ | £600.00 (£510.00) |

Please note. Sizes shown are maximum available areas allowed, any alterations are chargeable

Window Talk is currently distributed to approximately 1200 members – Nationwide

NOTE: SPACE COPY DEAD LINE: 25th of- FEBRUARY / MAY / AUGUST / NOVEMBER

Original artwork is required by 25th of the above months

Ready printed Leaflets for insertion are required by the 15th of March, June, September & December

PDF or CD, please include a colour proof of your document to enable each element is in its correct place.

We wish to provide 1200 loose leaflets for distribution with window talk
We wish to reserve the following advertising space in the following issues:

JANUARY- APRIL -JULY - OCTOBER 2011 ISSUES (circle where appropriate)

COMPANY NAME: TEL No.....

INVOICE ADDRESS:

CONTACT NAME:

Full Page - Half Page - Colour - Black & White? **(Please circle where appropriate)**

@ £ Per one / two / three / four quarterly insertions
(Please circle where appropriate)

Please sign and returnPrint.....date



ABOUT THE FWC

The voice of the window cleaning industry.

Window Talk is the Federation of Window Cleaner Trade journal - distributed to approximately 1200 member companies.

The Federation was formed in 1947 to establish an independent professional authoritative organization specifically concerned with the Window Cleaning Industry and its subsidiary services.

In almost any business or industry, a collective body of professionals will virtually always be more powerful than an individual person or company. This is especially true when the body is recognised by the government as an authority on the industry. Such organisations can do many things such as influencing regulations, advancing the interests of members, creating new operating methods to enhance profit and safety and other activities. An industry body provides credibility, expertise, influence and access. The window cleaning industry is no exception.

FWC. is the professional Employers Trade Association for window cleaners for 60 years and we have been maintaining a professional Federation that truly strives for members satisfaction. With an elected council and office staff who are committed to being bold, imaginative, caring, understanding, honest, safe and professional in all our endeavours.

Our Aims

- ♣ To provide information to our membership on all aspects of the trade
- ♣ To increase public awareness of the need for high standards of safety
- ♣ Represent the industry with government and municipal bodies
- ♣ To support Members with 24 hour legal advice
- ♣ To encourage members in attaining health & Safety Training & Education
- ♣ To promote the protection of the customer against fraud and misrepresentation

