



# WINDOW *talk*

## EDITORIAL

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## PUBLISHER

FEDERATION OF WINDOW CLEANERS

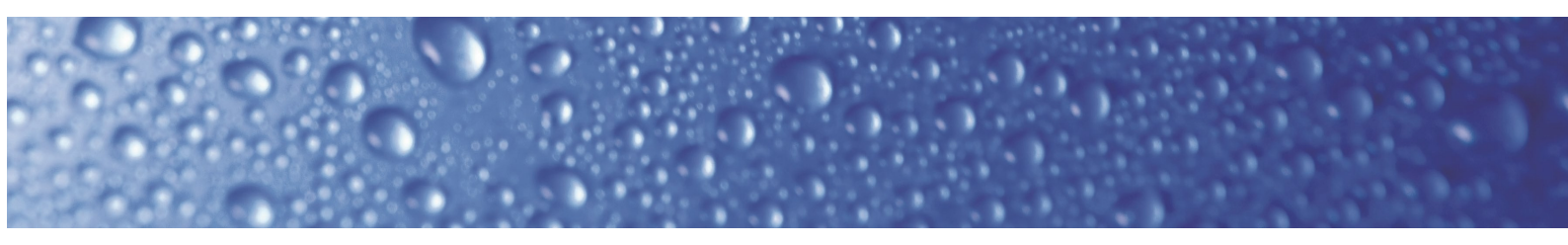
## ADVERTISING

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Referral Editors  
Andrew Lee - Bryan Dolby

## ARTWORK & Design

Passion for print



# A4 WINDOW TALK EDITORIAL

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

## 2017 FEATURES LIST - A4 Quarterly E-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 the 29th 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 ISSUE - Copy deadline date 29th November 2017 -

- 70 YEARS OF - WINDOW CLEANING
- 2017 MANCHESTER CLEANING SHOW
- SAFETY IN WINDOW CLEANING
- EDITORIAL INVITATION - advertisers only

### APRIL ISSUE – Copy deadline 29th February 2017–

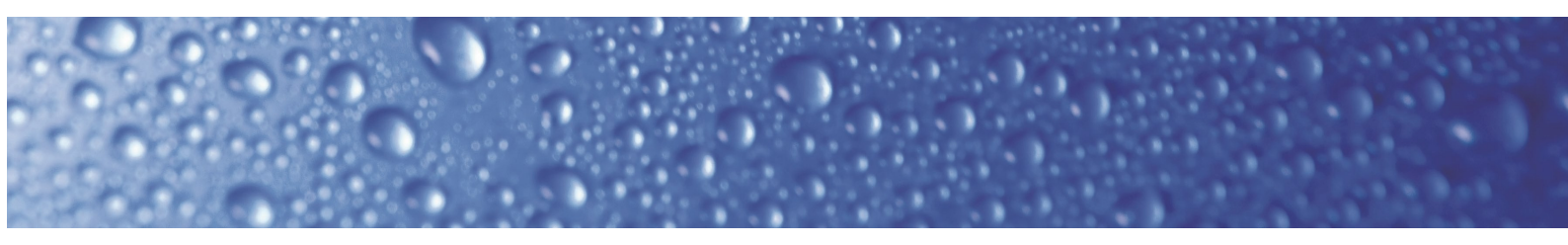
- EDITORIAL INVITATION - advertisers only
- SAFETY TRAINING FOR WINDOW CLEANERS
- NEW PRODUCTS & SERVICES
- TRADE NEWS AND SPECIAL OFFERS
- 70 YEARS IN -WINDOW CLEANING

### JULY ISSUE – Copy deadline date 29<sup>th</sup> May 2017 -

- SAFETY GUIDANCE FOR WINDOW CLEANERS
- EDITORIAL INVITATION - advertisers only
- NEW PRODUCTS & SERVICES
- TRADE NEWS AND REVIEWS
- HOW TO - IN WINDOW CLEANING

### OCTOBER ISSUE – Copy deadline date 29th August 2017 -

- HOW TO IN - WINDOW CLEANING
- EDITORIAL INVITATION - advertisers only
- SAFETY FEATURES AND PRODUCTS
- TRADE NEWS AND REVIEWS
- NEW PRODUCTS & SERVICES



## Half-page Vertical

Note: Sizes shown are maximum available areas allowed, any alternations are chargeable.

File format: PDF, Jpeg or CD – Original artwork is required by 15th of: March for April / 15th June for July / 15<sup>th</sup>

September for October/ 20th November for January issue.

## A4 WINDOW TALK” TRADE JOURNAL

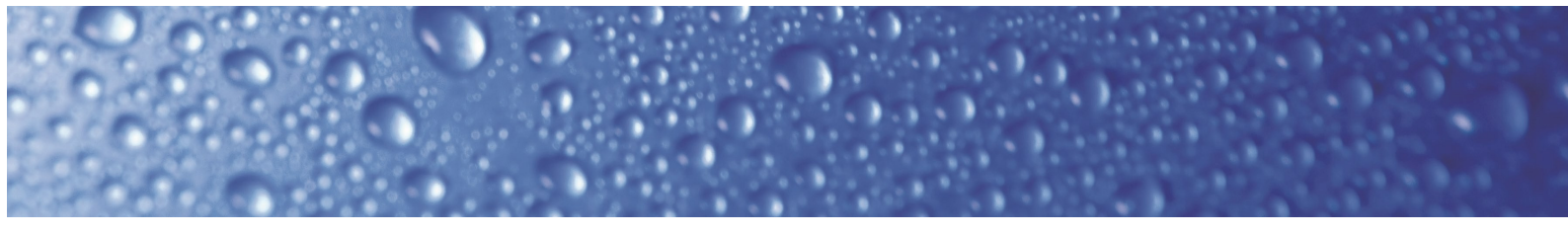
### QUARTERLY ADVERTISING RATES 2017 EXCLUDING V.A.T.

<u>Full Page</u> W-190 mm x H - 277 mm(with bleed W.216mm x H.303mm)	£300.00 + vat
<u>Half Page</u> 128mm x H.190mm (No bleed allowance)	£195.00 + vat
<u>Full Column</u> W.60mm x H.270mm (No bleed allowance)	£200.00 + vat
<u>Quarter Page Portrait</u> W. 60mm x H x 135 mm	£110.00 + vat
<u>Eighth Page Business Cards</u> – 42 mm H x 68 mm W	£40.00 + vat

Quarter page

Half page landscape

Business card



# ABOUT THE FWC

## The voice of the window cleaning industry.

Window Talk is the Federation of Window Cleaner Trade journal - distributed to approximately 1000 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 ALMOST 70 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.

Published quarterly, Window Talk has all the latest trade news, Health and Safety guidance, reviews of new cleaning materials and equipment and articles on a host of other cleaning related topics

## 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

