

WINDOW *talk*



EDITORIAL

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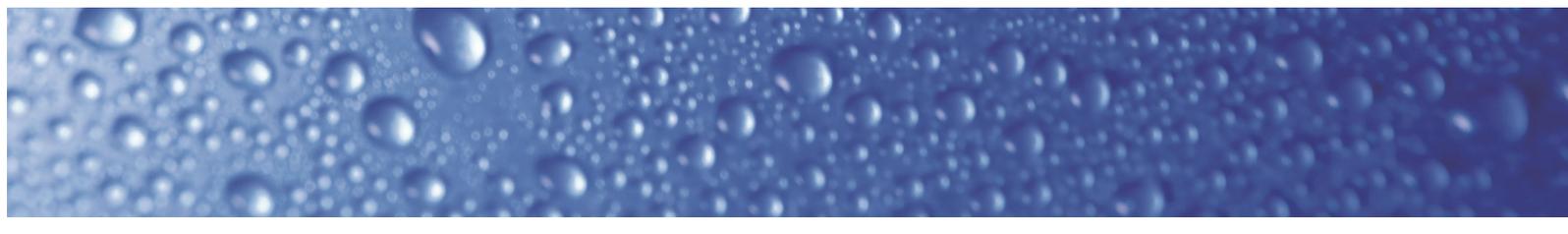
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PUBLISHER & ADVERTISING

Federation of Window Cleaners

ARTWORK & DESIGN

Purple Fox Design



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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 30th 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 30th November

- EDITORIAL INVITATION - advertisers only
- 2021 LONDON CLEANING SHOW –EXCEL
- CLEANING INDUSTRY LIAISON FORUM (HSE)
- TRADE NEWS AND SPECIAL OFFERS
- NEW PRODUCTS & SERVICES

APRIL ISSUE – Copy deadline 10th March

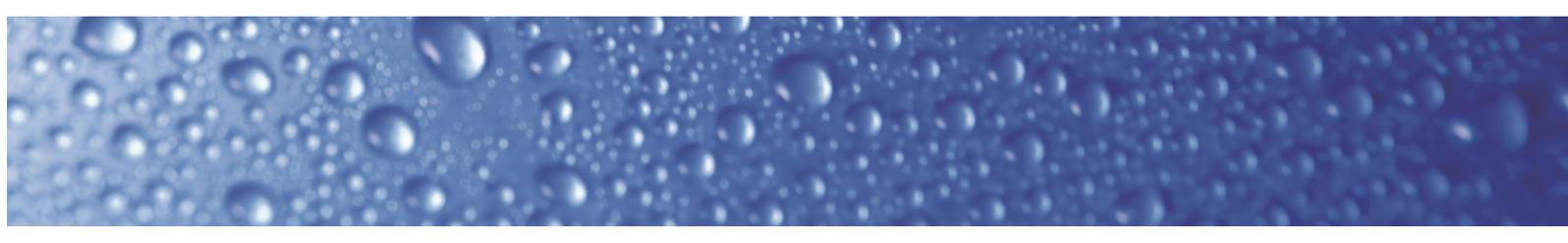
- EDITORIAL INVITATION - advertisers only
- HEALTH & SAFETY UPDATES
- NEW PRODUCTS & SERVICES
- TRADE NEWS AND SPECIAL OFFERS
- CLEANING SHOW –REVIEW

JULY ISSUE – Copy deadline date 9th June

- EDITORIAL INVITATION - advertisers only
- HEALTH & SAFETY INFORMATION
- SAFETY GUIDANCE FOR WINDOW CLEANERS
- NEW PRODUCTS & SERVICES
- TRADE NEWS, REVIEWS & OFFERS

OCTOBER ISSUE – Copy deadline date 6th September

- EDITORIAL INVITATION - advertisers only
- HEALTH & SAFETY UPDATES
- HOW TO IN - WINDOW CLEANING
- SAM- SAFETY ACCREDITATION SCHEME
- TRADE NEWS, REVIEWS & OFFERS
- NEW PRODUCTS & SERVICES



Half-page Vertical

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

File format: PDF, Jpeg – Original artwork is required by 15th of: March for April / 15th June for July / 15th September for October/ 15th November for January issue.

A4 E-WINDOW TALK™ TRADE JOURNAL 2020 QUARTERLY ADVERTISING RATES

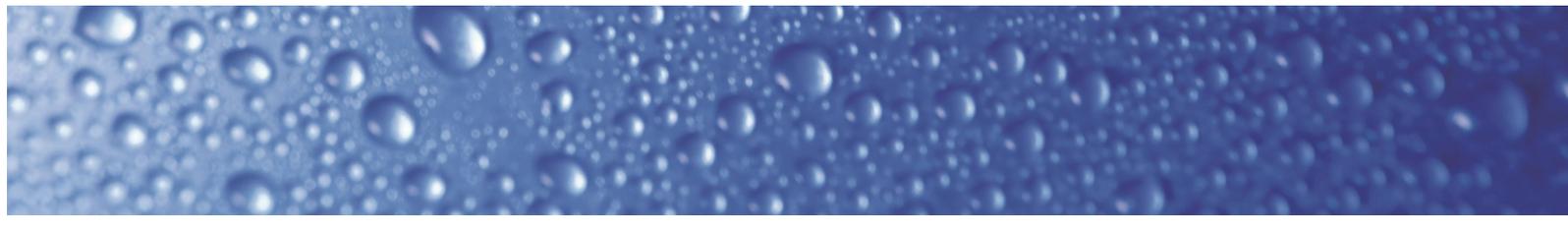
COPY IS DISTRIBUTED ELECTRONICALLY TO AROUND 900 MEMBER COMPANIES WHOM REPRESENTING ALMOST 12000 EMPLOYEES

Full Page W-190 mm x H - 277 mm (with bleed W.216mm x H.303mm)	£300.00 + vat
Half Page 128mm x H.190mm (No bleed allowance)	£195.00 + vat
Full Column W.60mm x H.270mm (No bleed allowance)	£200.00 + vat
Quarter Page Portrait W. 92mm x H x 140 mm	£110.00 + vat
Eighth Page Business Cards – 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 Official Trade Journal of the Federation of Window Cleaner - distributed to Almost 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.

For more than 70 years the FWC has maintained a professional Employers Trade Association for window cleaners 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 products and services and 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

