

We reach further
so you can
aim higher!



The UK flooring magazine
that reaches **more** people
for **less** money

More than TWICE the readership for HALF the price!*

Every month for the last 30 years
more than 50 cost-conscious
companies have advertised with us.

They know it works!



Key facts about The Stocklists

- The UK's **leading** retail floors publication
- Monthly - but with **daily usage** for its unique technical and reference content
- **Twice** as many readers as CFR (Carpet & Flooring Review) and 2000 more than Retail Floors:*

<i>The Stocklists</i>	8,500
<i>CFR</i>	3,100
<i>Retail Floors</i>	6,450

- **Half** the price! Compare the cost full colour page*:

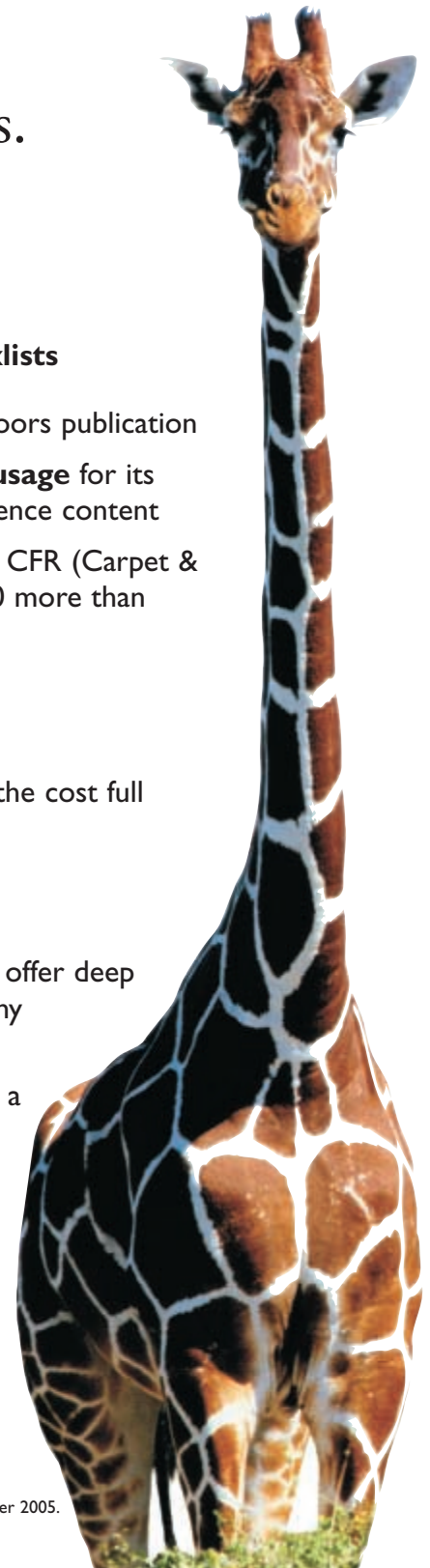
<i>The Stocklists</i>	£960
<i>CFR</i>	£1,658
<i>Retail Floors</i>	£1,895

Both our key competitors offer deep discounts - ask yourself why (or ask us!)

- **Only** £245 per month for a regular full page mono

Extend your reach!

* Data from publishers own rate cards in September 2005.



Quality news coverage

Our colour news magazine - *Carpet&RugNews* - is bound in to the centre of the publication - right inside the data and information that floorcovering buyers use every day.

Specialised news features

We carry monthly columns by Joy Lawrence, the industry's leading commentator, by British Wool Marketing Board and by the National Institute of Carpet and Floorlayers (NICF) - plus regular company features and news.

Sponsored news coverage

We offer a product news service for just £90 for a quarter page news item with colour photo.

Dedicated rug news

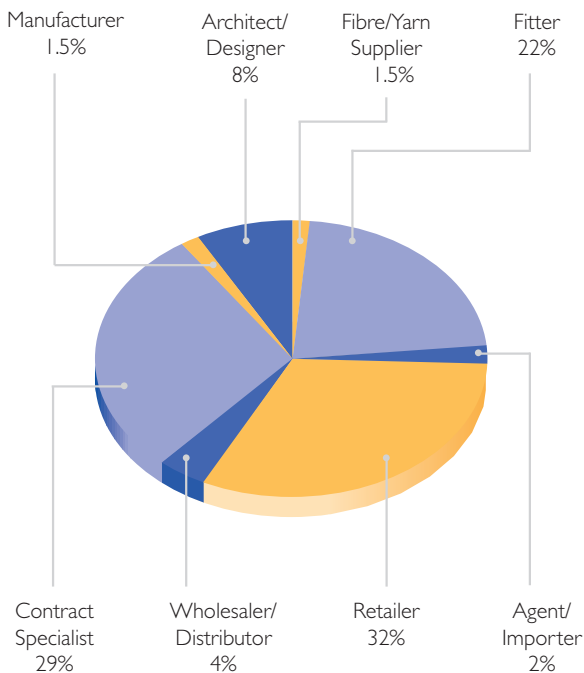
We've taken the lead with rugs with a regular monthly promotion - again just £90 for a panel.

Technical advertising

Our history is built on technical industry data and although 'stocklists' themselves are much less common nowadays, our information pages still make us the 'bible of the business'.

Classified advertising

A popular classified section covers appointments, offers, product promotion and equipment sales with a minimum rate of just £29 per single column centimetre.



**8,500 circulation,
30,000 readers.**

**Unrivalled access
to UK floor
buyers.**

Readership analysis generated from a survey of over 3,000 readers of *The Stocklists* undertaken by an independent third party.

The Stocklists

- Authoritative editorial
- Indexed stock & range data
- Classified and recruitment advertising
- Excellent scope for inserts
- 50+ pages monthly
- Exceptional daily usage rates
- Carpet&Rug*News* in full colour
- 8,500 circulation and 30,000 readers

Advertising Rates

Position	No. of Insertions		
	1	6	12
<i>For full specifications, visit www.thestocklists.com</i>			
Colour - special positions			
Cover - colour only	£1590	£1341	£1196
Colour pages - all other positions	£960	£884	£780
Mono only section			
"Stocklister" page (annual contract)	n/a	n/a	£245
Display page - front section	£436	£405	£374
Special strips - contents page	£206	-	-
- other pages	£156	-	-

Carpet&Rug*News* section

Page - full colour	£960	£884	£780
Page - 2-colour	£530	£499	£468
Half page - full colour	£530	£479	£454
Half page - two colour	£343	£310	£294
Half page - mono	£265	£237	£224
Quarter page - full colour	£275	£250	£225
Quarter page - two colour	£213	£202	£192
Quarter page - mono	£169	£161	£150
Editorial photo in colour	£90	n/a	n/a
Rug Gallery photo panel	£90	n/a	n/a

Classified

Classified - standard (min. 2 cm)	£38/scc	£34/scc	£29/scc
Classified - standard + 2nd colour	£48/scc	£43/scc	£36/scc
Recruitment (min. 2 cm)	£42/scc	n/a	n/a
Recruitment + 2nd colour	£52/scc	n/a	n/a
Box number	£10	£10	£10

Company Profiles

Special editorial feature	1 page	£670	n/a
	2 pages	£915	n/a
Editorial photos charged extra (each)	£90	n/a	n/a

Inserts

Prices for loose A4 sheet. P.O.A. for bound-in & other sizes

1000 @ £286, 3000 @ £494, 6000 @ £745, full run @ £875

Separate mailings available on request.

ALL PRICES SHOWN EXCLUDE V.A.T.

Full technical specifications are available at www.thestocklists.com

The Stocklists is published by:

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