

# PAINTING AND DECORATING NEWS

paintinganddecoratingnews.co.uk

The UK's leading P&D trade news website

We were the UK's first interactive multimedia website for the professional painting and decorating sector. Articles include details on the very latest products, plus news on decorating projects, industry events and competitions.

As the UK's leading online news service for the decorating industry, and with an active online marketing campaign, Painting and Decorating News receives thousands of targeted visitors each month, meaning that advertising can be a highly cost-effective and valuable addition to your own marketing campaign.

Comparable Painting and Decorating News articles receive, on average, 5x more views than our competitors and we also publish more content, engaging our visitors and driving our growing figures.

## • Display Advertising

### Main Header:

- Placement beside or under main logo on all pages
- On mobile devices, these ads are scaled accordingly
- Includes URL link

Size	Cost per month
728 x 90-150px	£350

### Sidebar:

- Placed in right sidebar across all pages
- On mobile devices, the sidebar is disabled. These ads are therefore aligned in a single column and placed directly above the page footer.
- Includes URL link

Size	Cost per month
Large – 300px X 600px	£315
Medium – 300px X 250px	£275
Small – 125px X 125px	£140

## Website Stats



15,000+

Monthly page views



10,000+

e-mail database



5x bigger

More views than  
competitors

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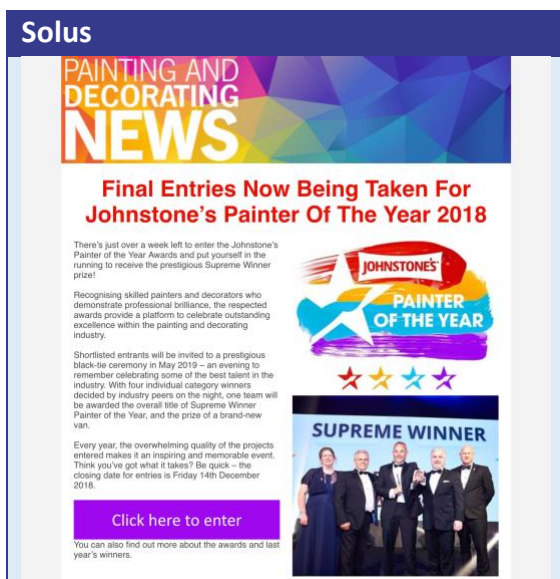
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## ● P&D News e-mails

- Access a unique list of 10,000+ active painting and decorating industry professionals
- Solus mailings available at £300
- No production charges
- Painting and Decorating News is ICO registered.

**Solus**



The screenshot shows an email advertisement for the Johnstone's Painter of the Year 2018 competition. At the top left, the 'PAINTING AND DECORATING NEWS' logo is displayed. The main headline reads 'Final Entries Now Being Taken For Johnstone's Painter Of The Year 2018'. Below this, there is a paragraph of text explaining the competition and a call to action button that says 'Click here to enter'. To the right of the text, there is a graphic featuring the Johnstone's logo and the text 'PAINTER OF THE YEAR' with four stars. Below that, a photo shows a group of people standing together, with the text 'SUPREME WINNER' overlaid on the image.

## ● Competitions

- FREE – The only cost is the supply & delivery of the prizes
- New competition every month
- Includes a free solus email about the competition to our database of 10,000 active painting and decorating industry professionals.

## ● Editorial

Always free of charge – never charged for!

Please send all press releases and editorial ideas for possible inclusion to:

[enquiries@paintinganddecoratingnews.co.uk](mailto:enquiries@paintinganddecoratingnews.co.uk)