



Handbook 2013-14

Rates & Mechanical Data

Would you like to highlight your brand to almost every nursery retailer and buyer in the UK?

The BPA Handbook (previously Yearbook) is published every two years and is the definitive reference guide for retailers and buyers including a 'who's who' directory of manufacturers, suppliers and distributors of nursery products in the UK. It also contains information about industry service suppliers such as testing houses, consultancy services and product safety standards relevant to the UK, Europe and International markets.

The BPA Handbook is distributed to a database of almost every independent nursery retailer in the UK as well as key buyers and decision makers with multiple retailers. It is also distributed at the industry's leading trade events such as Harrogate Nursery Fair, The Baby Show for Trade and at Kind und Jugend in Cologne.

Companies advertising in the BPA Handbook will not only have prominence in the printed publication - with a shelf life of two years - but will also receive an enhanced entry on the BPA's online directory.



The 2013-14 BPA Handbook will be officially launched at Harrogate Nursery Fair, 24th - 26th March 2013!

Advertising space is limited - so book early to ensure a prominent position!

Booking deadline: 25th January 2013

Copy deadline: 8th February 2013

Publication date: 1st March 2013

Artwork should be supplied as high resolution pdf, jpg, TIFF or eps to the correct dimensions.

"The BPA Handbook is a key resource for the UK nursery industry profiling the trade, its players and standards. Dorel UK likes to ensure that it has a prominent presence in the Handbook as we are aware that retailers use it as a reference tool in their buying process."

Andrew Ratcliffe,
managing director, Dorel UK

Size/position	Member rate (£)	non-member rate (£)	Size in mm (h x w)
Front Cover (free design included)	1695	1795	210 x 148
Inside front cover	1495	1595	210 x 148
Outside back cover	1595	1695	210 x 148
Inside back cover	1395	1495	210 x 148
Full page	1195	1295	210 x 148
Half page	720	820	100 x 130
Quarter page	520	620	100 x 64
Enhanced entry	135	150	100 words and logo

**Each display advertiser will receive a free enhanced entry.
All rates are for full colour.**