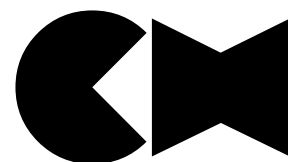


Creative HEAD Rate Card 2025



Print

Display Advertising

Size	UK	Ireland
Column	£750	€400
½ page	£1,000	€750
Page run of magazine	£1,500	€1,200
Double page run of magazine	£2,500	€2,000
Outside back cover	£1,800	€1,500

Advertorial

Written & designed by us to your approval

Size	UK	Ireland
Column	£900	€600
½ page	£1,250	€1,000
Page run of magazine	£2,000	€1,700
Double page run of magazine	£3,500	€2,500
4-page insert, superior stock	£6,000	€5,000
8-page insert, superior stock	£8,000	€6,750

All prices quoted are subject to VAT



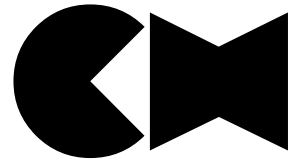
LET'S TALK!

SALES DIRECTOR

Michael Dynan
michael@theassemblyevents.com
07879 660335

BRAND PARTNERSHIPS DIRECTOR

Nancy Baughen
nancy@theassemblyevents.com
07855 404022



Digital

Homepage Video Takeover – £3,000/week

Be the exclusive advertiser on the homepage, for one week. We'll use your promotional activity to create engaging displays at key touch points across the homepage, sitting beautifully within our editorial backdrop. Alongside your branded assets (such as banner adverts and MPUs), we can also create bespoke panels harnessing your video content to stop the scroll.

Package includes:

- Bespoke panel, including video (content-dependent)
- Main banner advert
- Micro banner advert
- Accompanying MPU featured site-wide
- Online advertorial (on site for six months)
- Solus eshot, sent to our UK and Irish email databases, with links to the online advertorial

Standard Ads

Homepage Banner Main (1600 x 400px) – **£1,000/month**

Homepage Banner Micro (1600 x 200px) – **£800/month**

MPU Square (400 x 400px) or Portrait (400 x 600px) featured site-wide – **£500/month**

Advertorial

Presented in highlight panel on homepage for one week – **£500**

Runway

DPS display ad with live links plus DPS feature showcasing your brand being used at a Fashion Week show – **£2,000**

Eight-page advertorial deep-dive into your brand incorporating video, slideshows and live links as relevant – **£5,000**

Email

Sponsor the Creative HEAD weekly newsletter – **£750**

Send a dedicated Solus Email to our database of 15.5k opted-in subscribers – **£1,500**



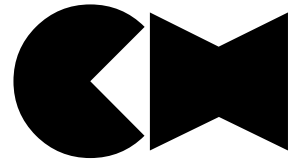
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Social Media

Organic & Targeted Social

Instagram Static Post* – **£1,500**

Instagram Reel* – **£2,000**

Instagram Carousel* (up to 5x frames) – **£2,000**

Single Stories frame* – **£500** / 3x Stories frames* – **£1,200**

Facebook Static Post* – **£1,200**

Facebook Carousel (up to five frames)* – **£1,500**

Facebook Video Post (landscape, longer-form, up to 30 minutes duration)* – **£1,500**

Instagram Hijack (Regular)* – £4,000

Up to 3x feed posts – a mix of Reels, static images and carousels – either posted consecutively across a three-hour period, with up to 8x Stories, or intermittently over one week, with 3x Stories shared each time.

Instagram Hijack (Real-time)* – £4,500

A day-long Instagram takeover to showcase live coverage of your brand event/activation, with content exclusively captured, created and posted by Creative HEAD digital team. This includes up to 4x feed posts, which can be a mix of Reels, static images and carousels, as well as up to 8x Instagram Stories with key moments from the day.

UGC at your place – £3,000

Spotlight a new service or treatment from your brand in a way that is both authentic and appealing to the Creative HEAD audience. Our expert digital team will attend your event, capture exclusive content and shout about your newness in our signature style! Includes 2x pieces of video content – both shared to our Instagram and TikTok channels. After posting, content can be used freely on your brand social media channels, as well as for advertising purposes on your brand digital platforms.

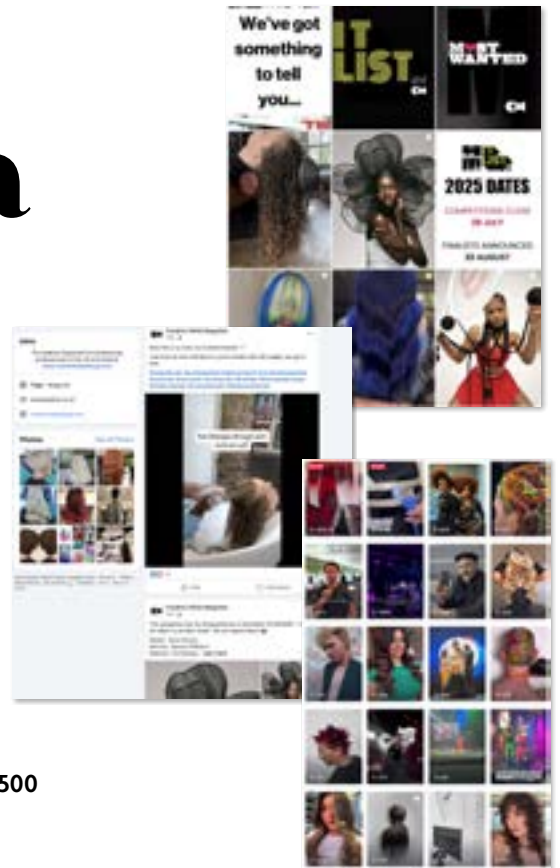
UGC TikTok exclusive* – £2,000

TikTok has massive growth potential and delivers real engagement, which is why we're looking to experiment with original content, showcasing the latest launches and haircare heroes from selected trade partners. We know the value authentic UGC-style content has on this platform, so let us promote your products on it!

Send your new product(s) to the Creative HEAD digital team and we will create 2x pieces of video content – featuring unboxing, squeezing, applying, before/after usage, etc. Each piece of content will be boosted on TikTok (either for increased views or to direct to a specific URL – your choice!). After posting, content can be used freely on your brand social media channels.

Content can also be shared to Creative HEAD's Instagram channel for an additional **£750**.

*Assets supplied by you; posts designed by us. 10% of the cost goes towards boosting.



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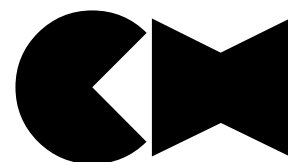
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Supplying Your Print Ad

FILE REQUIREMENTS

- Files must be print-ready PDFs.
- Double-page spreads must be supplied as two single pages and labelled left and right.
- All files to be supplied as composite CMYK.
- A bleed area of 3mm on all edges must be contained within the file.
- All images contained within the PDF must be high-resolution (300dpi recommended), CMYK format and all fonts must be embedded.
- Files should be supplied via email, WeTransfer or Dropbox.
- All files must be clearly labelled with magazine, issue date and your company name.

IMPORTANT!

CREATIVE HEAD IS PERFECT BOUND, THEREFORE ALL DPS FILES MUST BE SUPPLIED AS SEPARATE SINGLE PAGES

MECHANICAL DATA

(Height x Width)	BLEED	TRIM	TYPE AREA (TEXT)
PAGE	291mm (H) x 226mm (W)	285mm (H) x 220mm (W)	265mm (H) x 200mm (W)
1/2 PAGE (vertical)	291mm (H) x 116mm (W)	285mm (H) x 110mm (W)	255mm (H) x 80mm (W)
1/2 PAGE (horizontal)	148.5mm (H) x 226mm (W)	142.5mm (H) x 220mm (W)	112.5 (H) mm x 190mm (W)
COLUMN	291mm (H) x 79.5mm (W)	285mm (H) x 73.5mm (W)	265mm (H) x 53.5mm (W)

Supplying Your Digital Ad

MAIN HOMEPAGE BANNER

1,600 x 400px (desktop)
1,000 x 1,000px (mobile)

MICRO BANNER

1,600 x 200px (desktop)
1,000 x 1,000px (mobile)

VIDEO PANEL

Size - 1,980 x 1,080px
Resolution - 1,080px

DIGITAL MAGAZINE HOMEPAGE

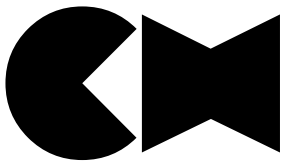
1,200 x 150px (desktop)
768 x 192px (mobile)

MPUS (SIDE PANELS)

Square displayed at 1,000 x 1,000px
Portrait displayed at 800 x 1,200px

Please supply your artwork to **laura@theassemblyevents.com**

Queries: **07795 840 321**



Production Deadlines

	ADVERTORIAL BRIEFS Email to amanda@theassemblyevents.com	DISPLAY ADVERTS Email to laura@theassemblyevents.com	MAIL-OUT DATE
UK SEPT 25	20 JULY	15 AUGUST	29 AUGUST
IRE SEPT/OCT 25	20 JULY	15 AUGUST	29 AUGUST
UK OCT 25	15 AUGUST	18 SEPTEMBER	29 SEPTEMBER
UK NOV/DEC 25	19 SEPTEMBER	17 OCTOBER	4 NOVEMBER
IRE NOV/DEC 25	19 SEPTEMBER	17 OCTOBER	4 NOVEMBER



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THE
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