

MEDIA KIT 2023

MAKING THE MOST OF YOUR PRESENCE

KIOSK AND DIGITAL SIGNAGE (KDS) magazine, is the leading technical journal for hardware, software and component manufacturers, integrators and service providers and deployers of self-service terminals, digital signage and wayfinding.



Editorial: editor@kdseurope.com
Advertising: sales@kdseurope.com
www.kdseurope.com



Making the most of your presence

Who we are

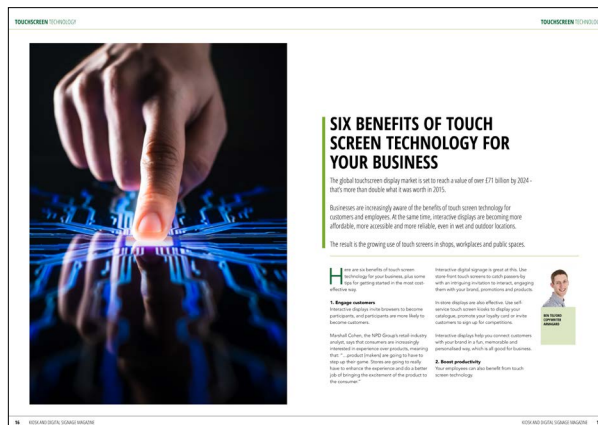
Published six times a year, KDS reaches a readership of 25,000 individuals throughout the UK and Europe, comprised of customer service directors, design engineers, project managers, CIOs, CTOs, CFOs and many more. This presents a unique opportunity to reach a qualified audience not available through any other channel.

Key editorial content areas include; news, legislation and technical information from industry-leading companies and commentators, with detailed case studies, as well as the latest thinking in technology and practices.

Opposite are just a few of the companies supporting our publication.



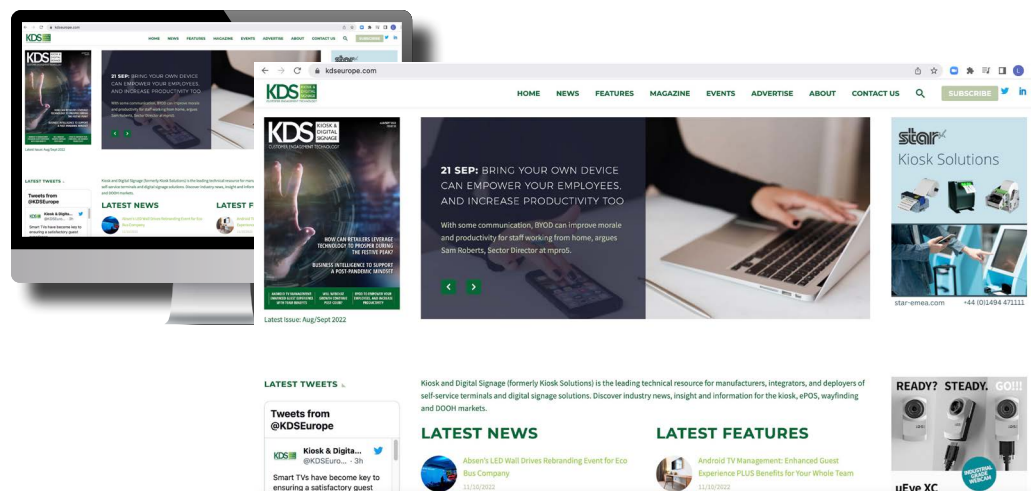
our platforms



MAGAZINE

Kiosk and Digital Signage magazine (KDS) is an independent digital publication, offering an objective view of the kiosk and digital signage industry. Previously known as Kiosk Solutions Magazine, the publication rebranded in 2021 to accommodate the expansion into digital signage and wayfinding markets.

KDS reaches an audience of 25,000 decision makers on a bi-monthly basis across the UK and Europe.



WEBSITE

www.kdseurope.com is the UK and European forum for industry professionals, to find up-to-date information on all aspects of the industry.

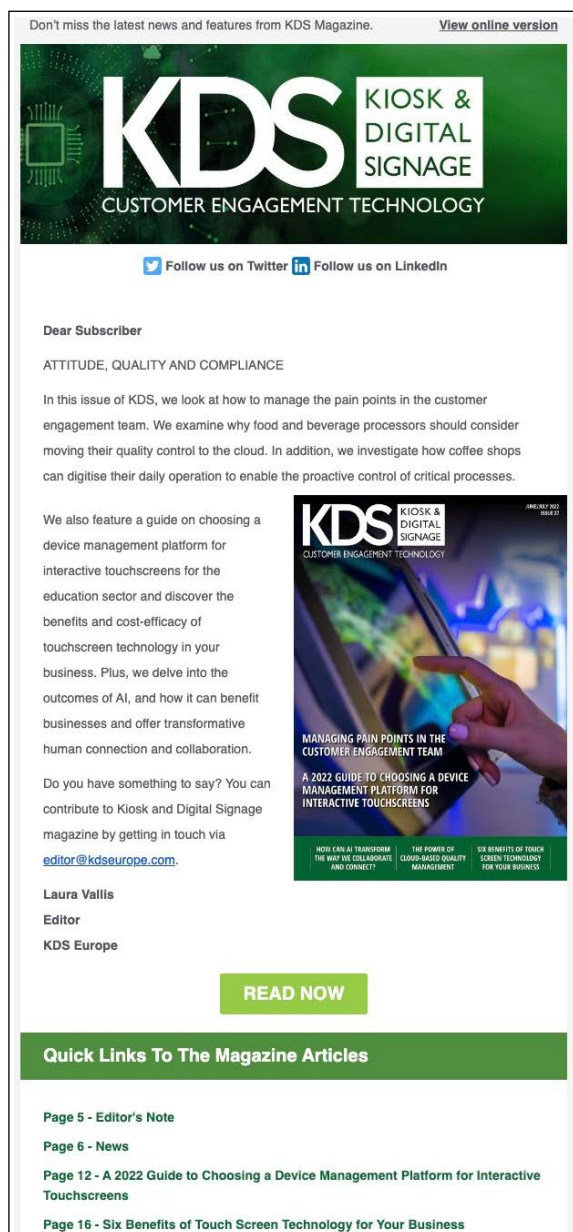
The website is fiercely promoted within the magazine and other media, offering advertisers increased responses and marketing opportunities.

Editorial: editor@kdseurope.com

Advertising: sales@kdseurope.com

www.kdseurope.com

subscriber emails



EMAILERS

Subscribers are informed of the magazine's publication by email.

Emails are also sent out once a month to promote certain features, news items and other industry-specific information.

We have an email subscriber list that reaches an informed audience consisting of customer service directors, design engineers, project managers, CIOs, CTOs and CFOs.

It is free to subscribe to our emails. If you would like to join our email subscriber list please sign up at: <https://kdseurope.com/subscribe-to-kds-news/>

16,613

Subscriber emails
per month

clicks per email

294%

Website traffic up

107%

Based on 2021/22

1430

average
website users
per month

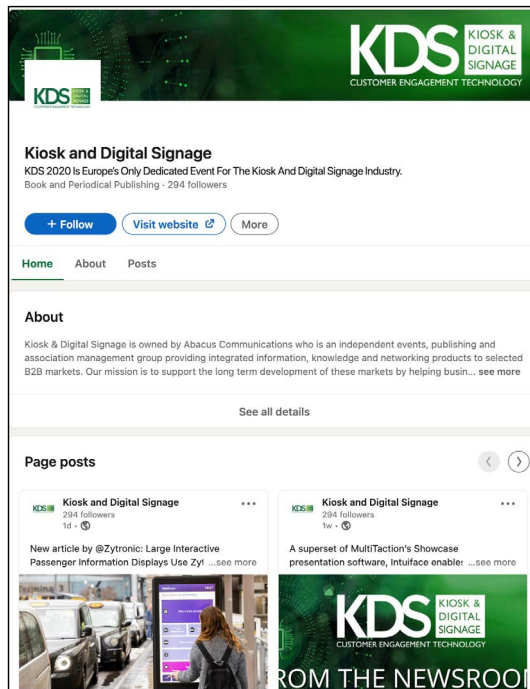
REACH

customer service
directors, design
engineers, project
managers, CIOs,
CTOs and CFOs

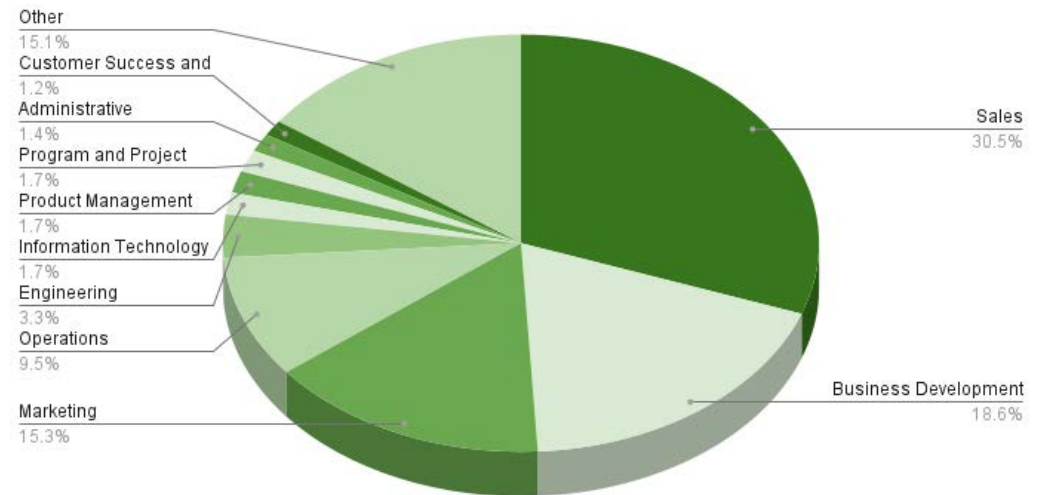
social media channels



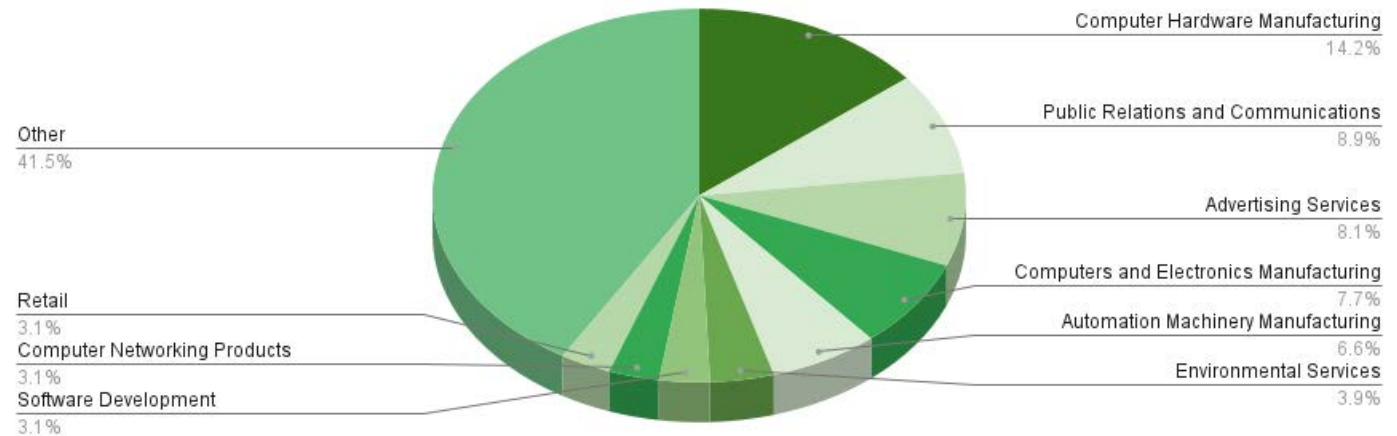
@kiosk-and-digital-signage



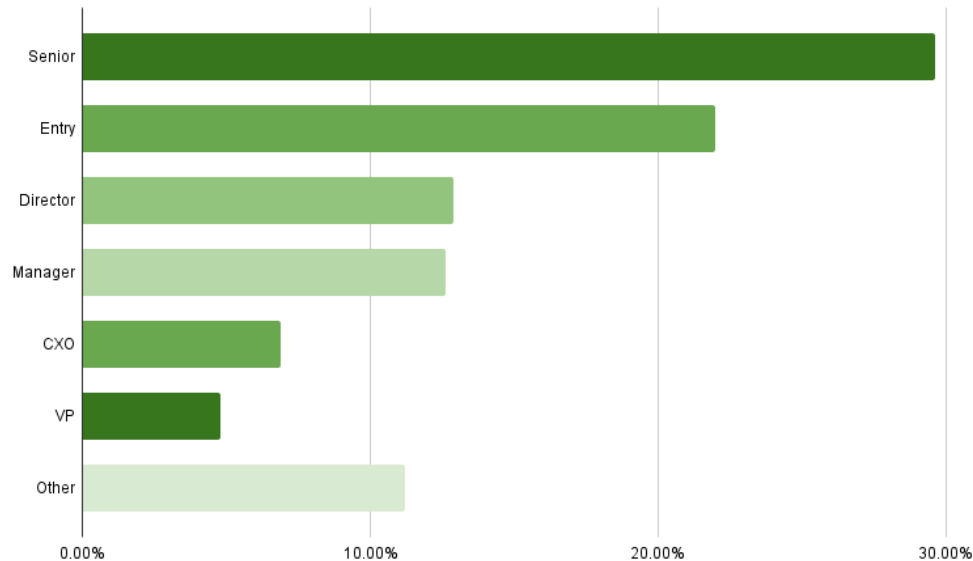
Followers by Job Function



Followers by Industry



Followers by Seniority



Our magazines, features and news articles are promoted and regularly posted on our social media channels.

We use LinkedIn and Twitter to engage with the kiosk and digital signage audiences with an active presence in business-specific forums and groups.

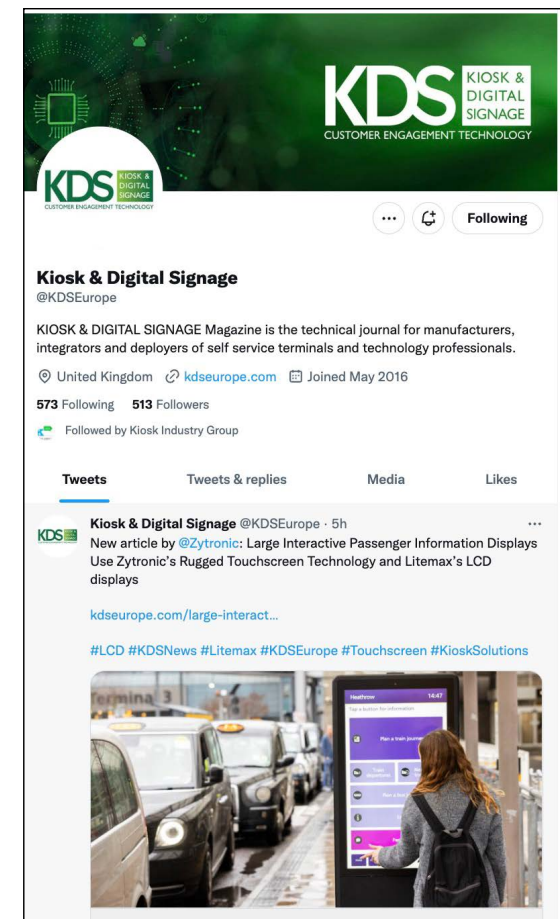
Take a look at our Twitter feed at <https://twitter.com/KDSEurope> or our LinkedIn channel at <https://www.linkedin.com/showcase/kiosk-and-digital-signage> to get engaged.

Better still, join our social media channels and join the conversation!



@KDSEurope

#KDSEurope



what we publish

EDITORIAL SUBMISSIONS

We are an independent publication, offering an entirely objective view of the industry. We do not buy, sell, trade or receive any sort of goods in return for printing editorial which features any given company.

We don't allow our editorial to be used as a means of promoting a company. Articles may present the newsworthy acts and/or opinions of named companies, but all measures are taken to ensure that articles within KDS EUROPE magazine reports the objective facts without bias.

SUBMISSIONS

Submissions may take the form of letters, interviews, articles, news or press releases.

All editorial received from third parties is subject to the editor-in-chief's ultimate approval, and submission of an article is no guarantee of publication. All submissions should be made in British English.

Successful submissions will be subject to editing and alteration as the editor-in-chief sees fit.

No contact details for any featured company will be published; that is what advertising is for. Where possible, we place a link to the contributing company's website in the byline for our features.

Submissions should be accompanied by a selection of high-resolution images (minimum 300 dpi, in *.png, *.eps or *.jpg format) which should be relevant to the article. For feature articles, head and shoulder images of the author should also be submitted alongside the article. Accompanying images should not show any company logo.

Please advise us at the time of submission if any article is time sensitive. If it has been accepted for publication but has an expiry date, it is the responsibility of the contributor to inform us at the time of submission.

Positioning of an article within the magazine is at the discretion of the editorial team.

NEWS

We accept press releases, product launch information, staff changes and company news items and publish these articles without bylines in the news section of our magazine. We also publish these online on our website.

FEATURE ARTICLES

We accept unbiased, neutral features articles that are between 750-2000 words in length and written with industry-centric information interesting to our readership. Features are also promoted and published online.

Full editorial guidelines can be found on our website [HERE](#).



FREE TO PUBLISH

News items

Our news items are comprised of company notices, product launches, product reviews, awards, events and survey findings.

Most news items are submitted to us in press release format.

Feature articles

Our feature articles are comprised of thought leadership items, industry reviews, opinion pieces, interviews and commentary items on industry-specific subject matter.

Feature articles are unbiased and neutral ensuring that no company or product placement is written into the article. This ensures our advertisers are not at a disadvantage and that all our articles are free of bias.

Movers and Shakers

Promotions, new recruits, company or department restructures all come in under this section.

The majority of our movers and shakers news items are submitted to us in press release format.

PAID FOR ITEMS

Advertising

Advertising can be in the form of company or product promotion, either as advertising or advertorials. Contact our advertising team for details on costs.

We accept adverts that are submitted to us in the form of image files saved as high resolution (>300dpi) *.pdf, *.png, *.jpg or *.eps format files. mpany notice

Sponsored content

We publish sponsored or branded content in the form of case studies, white papers and product/company features.

As with advertising, this is a paid for option and our advertising team can help with advice and costs.

what we publish

Marketing Type	Magazine	Website	Social Media	Email
News Stories	✓	✓	✓	
Bylined feature articles	✓	✓	✓	
Social Media Posts			✓	
Advertorials	✓	✓	✓	
Product/Company Showcases		✓	✓	
Case Studies	✓	✓	✓	
White Papers		✓	✓	✓
Sponsored E-shots				✓
Click-through Ads	✓	✓		✓
Web MPU Advertising		✓		
Exhibitions, Conferences, Webinars	✓	✓	✓	✓

We also offer package solutions to maximise your presence and mitigate some of the cost. Contact our sales team for more details.

editorial programme 2023

We welcome submissions for each issue focusing on the themes within the editorial programme.

All submissions should be provided in electronic format in British English. Features should be 750-2000 words in length and supplied with accompanying jpeg or png images, including a headshot of the author.

Editorial features are published **FREE OF CHARGE** and hyperlinked to the contributors website. They are also published separately on our website, linked via our subscriber emails and promoted on our social media channels.

Please note that we always look to publish interesting articles that our readership would find of interest.

FEBRUARY/MARCH 2023

Copy deadline - 13th February
Publication date - 28th February

APRIL/MAY 2023

Copy deadline - 17th April
Publication date - 2nd May

JUNE/JULY 2023

Copy deadline - 12th June
Publication date - 27th June

AUGUST/SEPTEMBER 2023

Copy deadline - 14th August
Publication date - 29th August

OCTOBER/NOVEMBER 2023

Copy deadline - 16th October
Publication date - 31st October

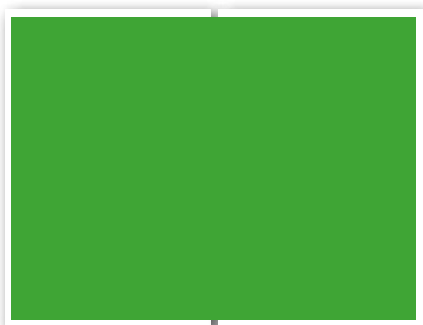
DECEMBER 2023/JANUARY 2024

Copy deadline - 15th January
Publication date - 9th January 2024

Editorial coverage is provided free (at the discretion of the editor), although please do bear in mind that the magazine is funded solely by advertising revenues. This enables us to continue to curate and share engaging, informative and educative news and feature / bylined articles, on behalf of the companies involved in the industry.

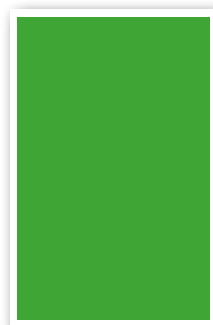
MAGAZINE SPECIFICATIONS

full page options



Double page spread:

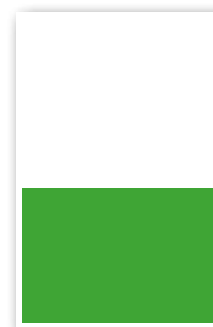
420mm (width) x 297mm (height)
+ 3mm bleed



Full page:

210mm (width) x 297mm (height)
+3mm bleed

half page options



Half Page - landscape:

184mm (width) x 135mm (height)
+3mm bleed



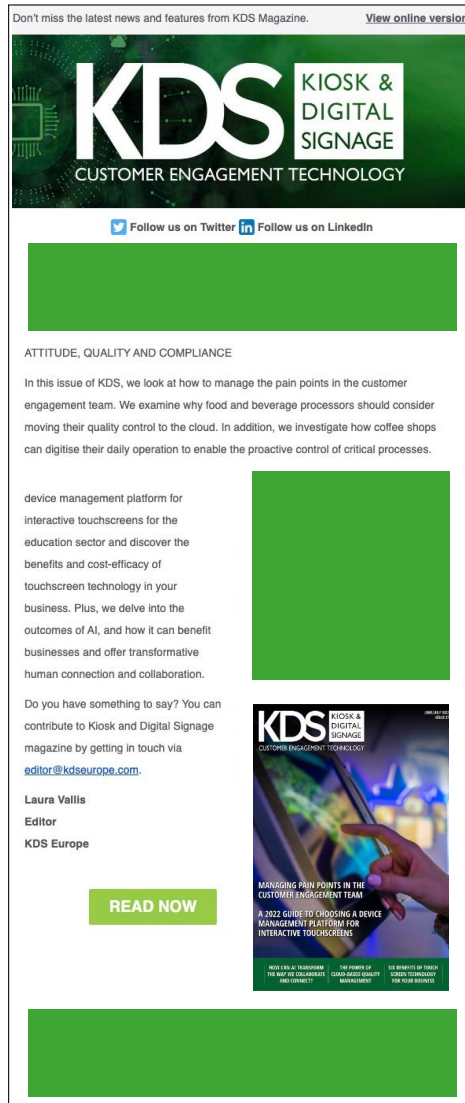
Half Page - vertical:

96mm (width) x 257mm (height)
+3mm bleed

All magazine advertising material should be supplied in electronic format.

Images should be RGB, at least 300dpi and provided as a high-resolution PDF, PNG or JPEG format.

EMAIL ADVERTISING

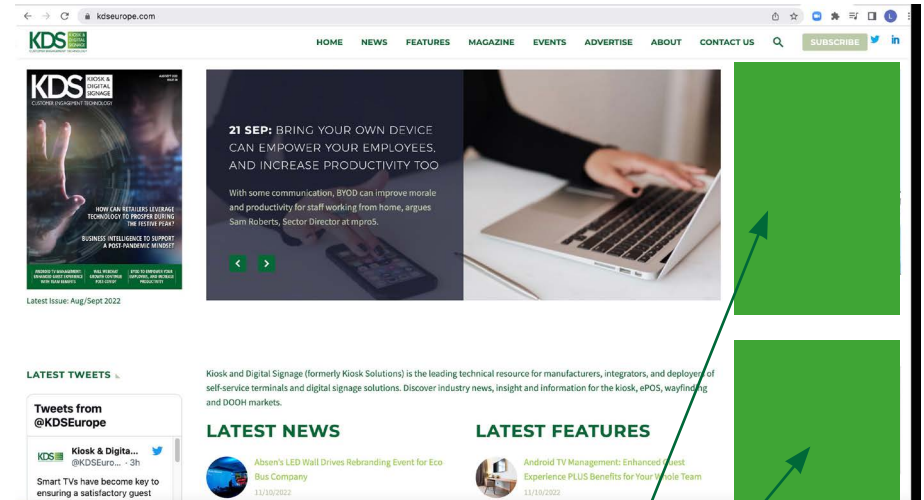


Leaderboard Banner:
728px (width) x 90px (height)

Square Banner (MPU):
300px (width) x 300px (height)

In-mail Banner:
728px (width) x 90px (height)

WEBSITE ADVERTISING



MPU advert:
300px (width) x 300/500px (height)

All online advertising material should be supplied in electronic format. Images should be RGB, at least 300dpi and provided as a high-resolution PDF, PNG, MP4 or JPEG format.

advertiser's terms and conditions

1. Definitions

1.1 In these terms and conditions:

"Advertisement" means the Advertiser's advertisement as booked in the Order Form. "Advertiser" means the Advertiser named on the Order Form. "Order" means the order set out on the Order Form. "Order Form" means the Advertising Order Form accompanying these terms and conditions. "Publication" means the Publication referred to in the Order Form. "Publisher" means Abacus Communications.

1.2 Headings will not be interpreted as affecting the meaning of the terms and conditions.

2. Advertising Order

2.1 The Advertiser has irrevocably ordered advertising space as set out on the Order Form. These terms and conditions apply to the order.

2.2 The order shall be binding once acceptance has been communicated by fax or mail by Abacus Communications.

2.3 The Advertiser shall nominate a person to be the main point of contact for the Publisher and any person so nominated whether on the Order Form or otherwise shall be treated as having the authority to make decisions on behalf of the Advertiser.

3. Advertising Space and Content

3.1. The location, size and appearance of the advertising space provided to the Advertiser will correspond as nearly as possible to that specified in the Order Form or otherwise notified to the Advertiser but may not do so exactly and in any case the Publisher reserves the right to:

- (i) change the appearance, title, form or content or publication date of the Publication; and
- (ii) arrange other advertisements near (or not near) the Advertisement as it decides in its discretion.

3.2 The Advertiser will promptly provide all copy and other information and material in the format reasonably requested by the Publisher and in any event will provide copy and any changes by the Copy Date shown on the Order Form. Failure to do so means that the Advertisement may not be included in the publication in the form desired by the Advertiser or at all.

3.3 The Advertiser is responsible for all design and content of the Advertisement and warrants that it will comply with all laws, regulations and codes of practice and with the Publisher's policies and requests. The Advertiser further warrants that the Advertisement will not infringe any copyright or trade marks or other intellectual property or other rights of any third parties. The Advertiser will indemnify the Publisher and its officers and employees against all costs, claims, loss, damage and expenses suffered by them in connection with the Advertisement and/or any breach of this clause.

3.4 The Publisher reserves the right to refuse the use or display of any content it deems in its absolute discretion to be offensive, inappropriate or unsuitable.

3.5 Quoted circulation figures are representative of the readership and maybe quoted in either digital, print or a combination of both.

4. Payment terms

4.1 Payment by the Advertiser will be due on the date of publication of the Advertisement. Payment must

be made in the currency shown in the Order Form. Orders may not be cancelled by the Advertiser and payment will be due whether or not the Advertiser complies with deadlines for submitting copy.

4.2 VAT or equivalent taxes will be added to all payments where applicable.

4.3 Without prejudice to its other rights the Publisher will be entitled to charge interest on any late payments at the rate of 4 per cent. above the base rate of its bankers from time to time applicable to the relevant currency.

4.4 The Publisher may set off any fees payable by the Advertiser against any monies it owes to the Advertiser.

5. Termination

5.1 The Publisher reserves the right to terminate the agreement formed by these terms and conditions and treat the Order as cancelled in any of the following events:

- (i) any payment by the Advertiser is not received by the due date;
- (ii) the Advertiser is in breach of any of these terms and conditions; or
- (iii) the Advertiser becomes insolvent or unable to pay its debts or has an order or application or resolution made for its winding up or has a receiver or administrator appointed over it or makes an arrangement with its creditors or suffers any similar consequence of debt.

6. Publisher's Liability

6.1 The Publisher shall be liable only as explicitly set out in the Order and these terms and conditions and any terms implied by law which are able to be excluded are excluded. The Publisher will not be deemed to have made any representation or entered into any warranty not contained in these terms and conditions.

6.2 The Publisher shall in no circumstances be liable for indirect loss, management time or loss of profit.

6.3 Without prejudice to the above the Publisher's liability shall be limited to the fees paid by the Advertiser and the Publisher shall have no further liability, it being accepted that no limitation applies to liability for fraud or death or personal injury arising from the Publisher's negligence.

7. Other terms

7.1 The terms and conditions, and the Order, may only be varied by written document signed by both the Advertiser and the Publisher

7.2 No failure or delay by the Publisher in enforcing its rights shall prevent it from enforcing some or all of them in the future.

7.3 If any of these terms and conditions are invalid or unenforceable only the offending part shall be deemed deleted and the remainder of the terms and conditions shall be unaffected.

7.4 The Advertiser's rights or obligations may not be assigned to any third party but the Publisher may assign its rights and/or obligations by notice to the Advertiser.

7.5 These terms and conditions are governed by and construed in accordance with English law and you submit to the jurisdiction of the English courts in relation to any dispute or claim, without affecting the right of the Publisher to take proceedings in any other location.

advertiser's terms and conditions

We appreciate and encourage suggestions for interesting, thought provoking and informative news and feature content.

Features are always credited to the author and the company or organisation concerned but must remain unbiased, neutral and contain no company or product placement. We welcome any article submission that is relevant to our readership, is well-written and adheres to our editorial guidelines.

If you are interested in contributing an article or news story, please contact the editor, Laura Vallis, at editor@kdseurope.com and, in the case of feature ideas, please also describe the subject matter/angle for the proposed article - along with a brief synopsis.

And don't forget to put Laura (editor@kdseurope.com) on your press release mailing list!



You can find all our back issues on our website [HERE](#).