

Guidelines for Trade Magazine Advertisements

Bracecorp Publications likes to help its customers design advertisements that address the requirements of trade buyers, and generate more inquiries. Which means designing advertisements that get a better return on investment.

Advertisements in trade magazines are seen only by readers who buy in large volumes on a regular basis (dealers, distributors, institutions), or are involved in bulk purchase decisions (consultants, architects, designers). Their expectation from an advertisement is much more different from that of an end-consumer, and they understand key words that reflect the strengths of the supplier.

The following guidelines can make a Trade Advertisement more effective, and will generate more trade inquiries:

Company strengths

- Headline (1-2 lines) should mention main product category of advertiser
- Body Copy should have lots of text; describe in detail your company's strengths, manufacturing infrastructure, machines used, and unique points about products
- Background colour for Body Copy should preferably be white, to enable better readability
- Logo should be with Signature (company name and address), and not with Headline
- Certifications – list all product and company certifications to make a positive impression; better still, display the certification logos

Product range

- Use only high-resolution digital photos for clarity; avoid scans
- Displaying many products is better than displaying one representative product, since viewers are impressed by wide product ranges; but avoid clutter
- Mention the product's model name/number and specification along with its visual; this makes it easy for readers to ask for quotations or place orders
- Do not show human models, as this style takes attention away from your product and also uses up valuable space

Company signature

- Logo should be on the side of Signature (company name and address)
- Complete contact details should be given, for the convenience of readers (street address, no post office box; E-mail & Website; telephone & fax numbers)
- Always specify type of response expected from readers, to encourage more inquiries (eg Dealer or Distributor Inquiry Invited from Western States)

Alignment

Advertisement layout should be vertical, not horizontal. Sideways-aligned advertisements are difficult for viewers to read, and there are greater chances of viewers turning the page without studying the advertisement fully.

SS Wire Accessories for Modular Kitchens



UNIVERSAL KITCHEN PRODUCTS PVT LTD

A Block, Plot # 5, Grand Industrial Area, Rohtak, UP
 Mobile: 0 95641 00332 E-mail: inquiry@universalkitchen.co.in Website: www.universalkitchen.co.in

Dealers: **AHMEDABAD** ABC Enterprises 9999999999, Simple Traders 9898989898 • **BANGLORE** Janta Builders 9999999999, Global Pump Store 9898989898
 • **BHOPAL** Topaz Enterprise 9999999999, Sri Kumar & Sons 9898989898 • **CHENNAI** Modern Plastic Store 9999999999, Kejrwal Traders 9898989898 • **DELHI**
 Bathroom Plaza 9999999999, Kitchen Studio 9898989898 • **PANIPAT** Victor International 9999999999, Royal Interiors 9898989898 • **INDORE** Singh & Partners
 9999999999, Brij Hardware Store 9898989898 • **KOLKATTA** Ajanta Home Decor 9999999999, Premier Kitchen Solutions 9898989898



**AY-267
Tall Unit**
300mm
400mm
450mm



**AY-844
Crousel Unit**
620mm
670mm
770mm



**AY-007
Basket**
450mm
500mm
550mm

304-grade SS Wire Accessories for Modular Kitchens

- ◆ We have the **largest production capacity** in India for 304-grade SS wire baskets, and can also manufacture customised sizes
- ◆ Our products are **ISI marked**, and our 2 plants are ISO:9000:2001 certified
- ◆ Our production processes are subjected to strict quality control and the rejection rate is less than 1%; **powder coating plant** is in-house
- ◆ **Small order quantities** are accepted from dealers, and goods are despatched within 48 hours of order placement
- ◆ Packing can be **customised**, in small individual packs or in bulk packs
- ◆ We are **OEM suppliers** to leading modular kitchen brands like Wonder Kitchen and Shalimar Kitchen World
- ◆ Our products are **exported** to 12 countries of Asia and Middle East

Universal Kitchen Products Pvt Ltd

A Block, Plot # 5, Grand Industrial Area, Rohtak, UP
 Mobile: 0 95641 00332, Ph: 0214-495782, 497856; Fax: 0214-449822
 E-mail: inquiry@universalkitchen.co.in
 Website: www.universalkitchen.co.in



Dealer & Distributor Inquiries are invited Please call 0 95641 00332 for prompt response