



architectural
ironmongery
journal



advertising rates and data 2011

The **Architectural Ironmongery Journal** is the official publication of the Guild of Architectural Ironmongers - which represents 95% of all bona fide architectural ironmongers in the UK - and is the only title to cover this increasingly important sector of the building and construction industry.

Published quarterly, the AIJ is distributed to a readership mix that includes senior management and buyers of merchant and manufacturing companies together with specifiers and senior partners in architectural practices.

Editor: **Helen Curry**
Tel: **01268 655511**
editor@aijournal.org

Advertising sales:
Kerry Munn
Tel: **01268 655511**
advertising@aijournal.org

Page layout and production:
Jim Dansie Design
Tel: **01702 218879**
production@aijournal.org

Published by:
The Guild of Architectural Ironmongers
8 Stepney Green,
London E1 3JU.
www.gai.org.uk

ADVERTISEMENT RATES (All prices exclude of VAT)

FULL PAGE £1,500.00 (Members) £2,225.00 (Non Members)

HALF PAGE £850.00 (Members) £1,260.00 (Non Members)

QUARTER PAGE £475.00 (Members) £700.00 (Non Members)

- supplement of 15% for special positions
- price for a belly band: £1,950.00 (Members) £2,925.00 (Non Members)

Other sizes, special positions and loose inserts by arrangement.

A 10% discount will be allowed on series advertisements appearing in four consecutive issues.

ADDITIONAL EDITORIAL CHARGES

- Non Members will be charged £100 colour separation fee for each article printed.
- Advertorial features will be charged at equivalent advertisement rates plus 15%.

MECHANICAL DATA (depth x width)

FULL PAGE BLEED 303mm x 216mm (includes 3mm bleed all round)
TYPE AREA 260mm x 181mm

HALF PAGE HORIZONTAL 130mm x 181mm · VERTICAL 260mm x 89mm

QUARTER PAGE VERTICAL 130mm x 89mm · HORIZONTAL 60mm x 181mm

ARTWORK High resolution (magazine quality) pdf required. The cost of artwork is not included in the space costs, design and artwork services, if required, will be charged extra.

COPY & PUBLICATION DATES 2011

	Advertising copy date	Publication
Spring 2011	25 March 2011	April 2011
Summer 2011	24 June 2011	July 2011
Autumn 2011	23 September 2011	October 2011
Winter 2011/12	16 December 2011	January 2012

Advertisers please note:

All advertisements submitted for publication in the AIJ will be subject to scrutiny by an Advertising Standards panel. Should any advertisement be deemed unsuitable for publication the advertiser will be informed and the problems explained.

This **Code of Practice for Advertisers** relates to the making of claims of compliance with the many performance standards that now exist for architectural ironmongery products. Its application is mandatory in relation to GAI publications, and companies are recommended also to use it when preparing their own literature, catalogues, websites and other publicity material.

Validity of claims

All claims made for products must be truthful and capable of validation, as detailed below.

BS EN ISO 9001: 2008

This is NOT a product standard and claims of compliance with this standard for a particular product cannot be made. It is an International Standard for assessment of management capability and the effectiveness of quality systems. Claims of conformity may be made only for the production facility at which the product was made.

Tests to BS and BS EN Product Performance Standards

All claims of compliance must be capable of being substantiated by valid test evidence. All the requirements of the standard must have been passed.

Wording such as "tested to..." "designed to conform to...", "approved to...", "meets the requirements of...." are potentially misleading and should not be used.

To avoid misleading or confusing claims, it is recommended that this sort of phrasing is used when claiming conformity: This product has been successfully type-tested for conformity to all the requirements of BS EN xxx. Test reports and/or certificates are available upon request.

Evidence of performance in Fire Tests

Fire and smoke door tests apply to complete door assemblies, not individual items of ironmongery. It is therefore not possible to claim compliance with any fire or smoke tests except BS EN 1634-2. It is possible to state "this widget has been incorporated in a (series of) fire test(s) to BS (EN) zzzz in conjunction with [a specific type(s) of] doors and frames"

CE Marking

CE Marking of certain products, when placed on the market for use on fire/smoke doors and doors on escape routes, is currently recommended by the GAI as a method of showing compliance with the essential requirements of the Construction Products Regulations Act 1991. CE Marking of these products is expected to become mandatory in the UK within the next 5 years. The GAI therefore only accepts advertisements for the following products where they are CE Marked and where the producer can provide a Declaration of Conformity.

Emergency exit hardware – BS EN 179

Panic exit hardware – BS EN 1125

Hinges – BS EN 1935

Door closing devices – BS EN 1154

Emag door closing devices – BS EN 1155

Door coordinators – BS EN 1158

Mortice locks – BS EN 12209

Electromechanically operated locks – BS EN 14846

Compliance with the DDA

A number of advertisements are submitted claiming that products are:

"DDA compliant!"

"Fully comply with the DDA"

"Opening forces comply with Approved Document M"

"Complies with the requirements of BS8300"

or simply carry the disabled logo with the hope the reader will infer the product is "DDA compliant".

None of these statements are factually or technically correct and should not be made. It is the complete doorset and the associated hardware that may comply with the requirements of BS8300 and the guidelines contained within the Approved document M and not any single element of hardware.

Use of the following statement is therefore recommended:

"These (products) can meet the opening force recommendations of BS8300 and Approved Document M. However consideration must be given to the door width, other installed hardware and differential air pressures within the building to ensure they still meet the recommendations in situ".

Certifire

The Certifire scheme for architectural ironmongery requires initial type testing of products, ISO 9001 Registration, a design appraisal to the relevant Certifire technical specification, inspection and surveillance of factory production control and audit testing of the product. Claims of Certifire Approval must correlate with the details shown on the Certifire Register at www.warringtonfire.net/certifire

Kitemarking

The British Standards Institution runs a third party accreditation scheme for some product groups. This is the Kitemark and it requires initial type testing and regular on-going third party testing to be satisfactorily undertaken. Claims that reference this mark must be substantiated with current evidence.

Other product performance standards

There are only a few architectural ironmongery products which do not have matching BS or BS EN product performance standards available. Therefore the GAI requires that all product performance claims reference national BS or EN standards, where such standards exist. Reference to other standards that may exist outside the EU is permissible only in the absence of a relevant UK or EU standard.

Self-certification

The GAI accepts that some producers have their own "in house" test facilities and it is acceptable for these tests to be referenced so long as it is clearly shown that these tests have NOT been carried out by a third party or in UKAS accredited test facilities, where this applies. "In house" test results generated in unaccredited test facilities must not be presented as equivalent to accredited third party-generated data.

Non-Compliance

The GAI reserves the right to examine the validity of all advertisements and other material submitted for use in its publications prior to publication, to ensure compliance with this code.

In the event of a non-compliance being discovered after publication, a correction will, at the discretion of the GAI, be published at the first available opportunity.