

Bi-monthly Magazine | Online News and Forum

THE ONLY INDEPENDENT TRADE JOURNAL AND ONLINE NEWS PUBLICATION DEDICATED TO THE LOCKSMITH INDUSTRY

# THE LOCKSMITH

## Media Pack 2011

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**THE LOCKSMITH**  
JUL/AUG 2010  
ISSUE 09

**KEYPRINT**  
KEY MACHINES • CYLINDERS  
TRANSPIRERS • OPENING TOOLS

Open Weekend	Key Machines	Opening Tools	Access Control
UPVC Products	Cylinders	Locks	Padlocks & Hasps
Industrial Locks	Safe Locks	Door Control	Engraving

For more Apps go to [www.keyprint.co.uk](http://www.keyprint.co.uk)

[www.keyzine.co.uk](http://www.keyzine.co.uk)

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**THE LOCKSMITH**  
SEPT/OCT 2010  
ISSUE 10

**NOT FOR RESALE**

**HANDLE**



Getting a smart handle on access control  
Lever furniture with integral digital keypad

- Attractive and compact design
- Easy to fit with no wires or keys
- 12 user codes and 12 master codes
- In case of power failure, manual override
- In case of power failure, manual override
- 12 user codes and 12 master codes
- In case of power failure, manual override

For more information call 0845 223 2124

[www.union.co.uk](http://www.union.co.uk)

**UNION**

[www.keyzine.co.uk](http://www.keyzine.co.uk)

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**THE LOCKSMITH**  
NOV/DEC 2010  
ISSUE 11

**NOT FOR RESALE**

**LIFT OFF!**  
FINE'S **EPG**  
OUT OF THIS WORLD NDE



**Lithium POWER+**

Now available at  
[www.TradeLocks.co.uk](http://www.TradeLocks.co.uk)  
For more information please call 0161 763 5290

[www.keyzine.co.uk](http://www.keyzine.co.uk)

[www.keyzine.co.uk](http://www.keyzine.co.uk)

## Circulation Details

The magazine is posted free of charge to:

**8497 Locksmiths across the UK**

(This figure includes subscribers, details available upon request)



## Online News & Forum

The online news letter is sent to:

**Over 4000 email addresses**

(This figure will continue to increase each month, please call for updated figures)



## Magazine Advertising Rates

Full page: <b>£1200</b>	Sponsorship: <b>£500</b> (call for details on which pages are available for sponsorship)
Half page: <b>£700</b>	
Quarter page: <b>£450</b>	
Classified ads: <b>£250</b> (eighth page)	Discount bookings: <b>10%</b> for 2 issues, <b>20%</b> for 4 issues, <b>35%</b> for 6 issues.
Recruitment: <b>£250</b>	
Colour sep: <b>£90</b> (i.e. press release with full colour photo)	Note: you will be invoiced at time of publication.

## Online Banner Advertising Rates

Top banner: <b>£130</b> per week (invoiced in advance of each calendar month, £563 + vat)	Discount bookings: <b>2.5%</b> for two months, <b>5%</b> for three months, <b>10%</b> for four months, <b>15%</b> for five months, <b>20%</b> for six months.
Side banner: <b>£70</b> per week (invoiced in advance of each calendar month, £303 + vat)	
Colour sep charge: <b>£70</b> (i.e. press release with full colour photo)	
Minimum booking 2 months.	

## Packages

If you advertise within both products (magazine and online) you will receive an extra **5% discount.**

For example, book 12 months of online side banner advertising along with a full page ad in each bi-monthly magazine and you will pay £1545.84 bi-monthly (online news invoiced monthly, magazine advertising invoiced bi-monthly).

Editorial support available with three insertion bookings if required (magazine only).

## Subscription Fee

**£40 + VAT** for the year (you receive fortnightly online news, access to the forum and six issues of the magazine per year).

Subscribers also receive exclusive offers and money off vouchers every two months.

## Artwork

We offer a free, agency standard, artwork service to all advertisers.

If you supply your own artwork please call for specification. All ads are in full colour.

The only charge we make is for the online banner, a one off fee of £30 + vat.

## Deadlines

We need your artwork early so the production team can place it in the magazine.

Jan/Feb:	<b>05/01/2011</b>
Mar/Apr:	<b>04/03/2011</b>
May/Jun:	<b>05/05/2011</b>
Jul/Aug:	<b>07/07/2011</b>
Sep/Oct:	<b>07/09/2011</b>
Nov/Dec:	<b>04/11/2011</b>

# Features List


## Regular Features (within each issue):

- Industry News
- Diary Dates
- New Tools & Products
- Tried & Tested
- Training & Apprenticeships
- Opening Techniques
- Access Control
- Locksmiths' Vehicles
- Auto Locksmithing
- Safes
- Cylinders
- Subscriber News & Offers
- History of Locks
- Life as a Locksmith
- Special Reports
- Speaker's Corner

### Introduction to Hobbs and the Paratopic Lock

**By Steve Horner**

The Paratopic lock (then known as the Hobbs) is a classic of the lock world. It was developed by the American inventor, Walter Hobbs, in the early 1900s. It is a combination lock that is still used today in many applications. The lock is known for its durability and security. It is a classic of the lock world. It was developed by the American inventor, Walter Hobbs, in the early 1900s. It is a combination lock that is still used today in many applications. The lock is known for its durability and security.




**Key**  
A key is a small metal object that is used to unlock a lock. It is usually made of metal and has a specific shape that fits into the lock's keyhole. The key is used to turn the lock's internal mechanism, which allows the door to be opened.

**Lock**  
A lock is a device that is used to secure a door or window. It is usually made of metal and has a keyhole. The lock is used to prevent unauthorized access to a building or area.

### Forensic Locksmithing

In the first of a new series of articles, The Locksmith brings you an introduction to Forensic Locksmithing by George of www.locksmiths.co.uk.

Forensic locksmithing is the science of investigating lock marks, and their causes, in order to determine the identity of a person or persons who have used a lock. It is a specialized branch of locksmithing that involves the use of scientific methods to analyze lock marks and determine the identity of the person who used the lock.



**Investigative Reports and Courtroom Testimony**  
The forensic locksmith is often called upon to provide expert testimony in court. They are responsible for providing evidence that can be used to identify the person who used a lock. This involves providing a detailed report of their findings and testimony in court.

**Forensic Locksmithing Associations**  
There are several associations for forensic locksmiths, including the International Association of Forensic Locksmiths (IAFL) and the American Association of Forensic Locksmiths (AAFL). These associations provide a forum for locksmiths to share their knowledge and experience, and to stay up-to-date on the latest developments in the field.

### Life as a Locksmith

The Locksmiths' Magazine Woodstock of America Locksmiths do not just do the work, they also live it. It's a lifestyle, not just a job.

High Tech, you see, America's Locksmiths are not just doing the work, they are also living it. It's a lifestyle, not just a job. They are using the latest tools and techniques to solve the most difficult problems. They are also providing a service that is essential to the community.



**Aspen Locksmiths**  
Aspen Locksmiths is a leading provider of locksmith services in the Aspen area. They offer a wide range of services, including residential and commercial locksmithing, and are known for their expertise and reliability.

### Power to the People

It's a key that works, but when it comes to access control and security, locksmiths generally fall into two categories: those who are just doing the work, and those who are living it. It's a lifestyle, not just a job.

Power to the People is a new line of electronic locks that offer a range of features and benefits. They are designed to provide a secure and convenient way to control access to a building or area.



**Power to the People**  
Power to the People is a new line of electronic locks that offer a range of features and benefits. They are designed to provide a secure and convenient way to control access to a building or area. The locks are easy to install and use, and they provide a high level of security.

**Jan/Feb 2011**

Totally Secure Exhibition Preview (Running alongside Totally DIY on 6, 7, 8 Feb)

Safes and High Security

Aluminium Door Locks

Diversification – Add to your service offering for 2011

Life as a Locksmith Special

**Mar/Apr 2011**

Tools, Machinery and Equipment

Pickbusting

Security & Architectural Hardware

PVCU Door Locks

Window locks

Anti Ligature Hardware

**May/Jun 2011**

IFSEC Preview (16-19 May 2011)

Fire Safety and Security

Timber Door Locks

Simple locking systems

Shutters & Grilles

**Jul/Aug 2011**

Secured By Design - The organisations that hold the accreditation, advantages of accredited products

MLA Expo Preview (9-11 September 2011)

Commercial and Public Buildings

Securing Homes of Multiple Occupancy – The regulations and pitfalls involved

IFSEC Review

**Sep/Oct 2011**

Tools, Machinery and Equipment

Crime and Prevention

Franchise Companies – The pros and cons

MLA Expo Review

Securing Outdoor Buildings – Protecting sheds and garages

Anti Ligature Hardware

**Nov/Dec 2011**

Promote your business – Ensure success for 2012

Complex Locking Systems

Hardware and Security – Why security needn't mean dull doors!

All I Want for Christmas – The tools you want in your stocking

# Advertising Sizes

We accept artwork in the following formats:

**PDF, EPS, JPEG, Illustrator.ai/eps**

Please make sure artwork is Hi Resolution (300DPI) and CMYK (if possible) and all fonts either embedded or converted to paths/outlines.

The Magazine is A4 Portrait and sizes for advertisements are as follows:

## Double Page Spread

**420mm x 297mm**

(with 3mm Bleed added around all outside edges)

## Full Page

**210mm x 297mm**

(with 3mm Bleed added around all outside edges)

**Quarter Page  
(Horizontal)**  
**180mm x 59.75mm**

**Half Page  
(Horizontal)**  
**180mm x 125.5mm**

**Front  
Cover  
Space**

**210mm x  
235mm**  
(with 3mm Bleed  
added around all  
outside edges)



**Eight Page  
(Classified)**

**87mm x 59.75mm**

**Quarter Page  
(Vertical)**

**87mm x 125.5mm**

**Half Page  
(Vertical)**

**87mm x 257mm**

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