

Window *Talk*



EDITORIAL

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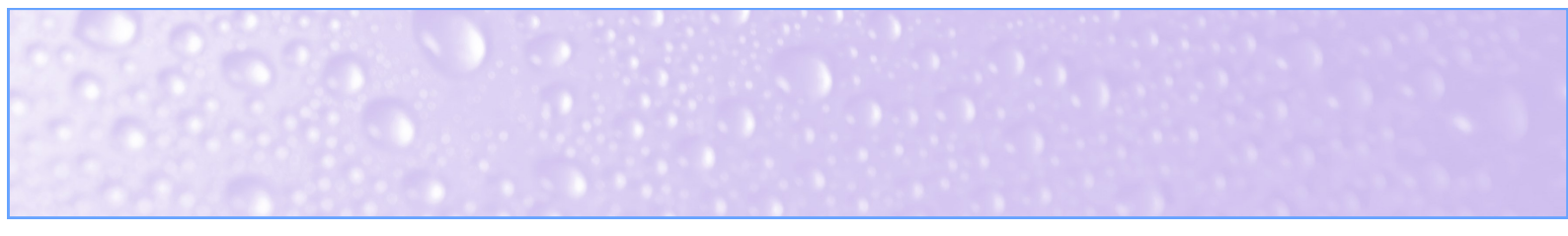
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PUBLISHER & ADVERTISING

Federation of Window Cleaners

ARTWORK & DESIGN

Federation of Window Cleaners



A4 DIGITAL WINDOW TALK EDITORIAL

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FEATURES LIST - A4 Quarterly E-publication

Each Quarter Window Talk highlights issues affecting the industry by publishing features and editorial on products and services relating to window and general cleaning, health and safety issues and other Trade matters.

The copy deadline for submitting your press release for consideration is by:

- 20th November— for the January (Winter) issue
- 20th March — for the April (Spring) issue
- 20th June— for the July (Summer) issue
- 20th September— for the October (Autumn) issue

For Corporate Members—you can submit free artwork ready A4 adverts for consideration — free editorial features on cleaning—How to articles and products on offer to members.

JANUARY ISSUE - Copy deadline date 20th November

- EDITORIAL INVITATION - advertisers & **Corporate Members** only
- 2024 MANCHESTER CLEANING SHOW—13-14 MARCH
- HEALTH AND SAFETY MATTERS
- HOW TO IN WINDOW & GENERAL CLEANING
- NEW PRODUCTS & SERVICES

APRIL ISSUE – Copy deadline 20th March

- EDITORIAL INVITATION - advertisers & **Corporate Members** only
- HEALTH & SAFETY MATTERS
- NEW PRODUCTS & SERVICES
- TRADE NEWS, FEATURES & SPECIAL OFFERS
- CLEANING SHOW –REVIEW

JULY ISSUE – Copy deadline date 20th June

- EDITORIAL INVITATION - advertisers & **Corporate Member** only
- HOW TO IN WINDOW & GENERAL CLEANING
- HEALTH & SAFETY IN CLEANING
- NEW PRODUCTS & SERVICES
- TRADE NEWS, REVIEWS & OFFERS

OCTOBER ISSUE – Copy deadline date 20th September

- EDITORIAL INVITATION - advertisers & **Corporate Members** only
- WINDOW CLEANING IN THE WINTER MONTHS
- WHATS NEW IN - WINDOW & GENERAL CLEANING
- SAFETY ACCREDITATION SCHEME
- TRADE NEWS, REVIEWS & OFFERS
- NEW PRODUCTS & SERVICES

Note: Sizes shown are maximum available areas allowed, any alterations are chargeable.

File format: Jpeg, PNG – Original artwork is required by 20th of: March for April / 20th June for July / 20th September for October/ 30th November for January issue.

CORPORATE MEMBERS QUALIFY FOR FOC ADVERTISING IN EACH ISSUE.

A4 E-WINDOW TALK™ TRADE JOURNAL 2024

QUARTERLY ADVERTISING RATES

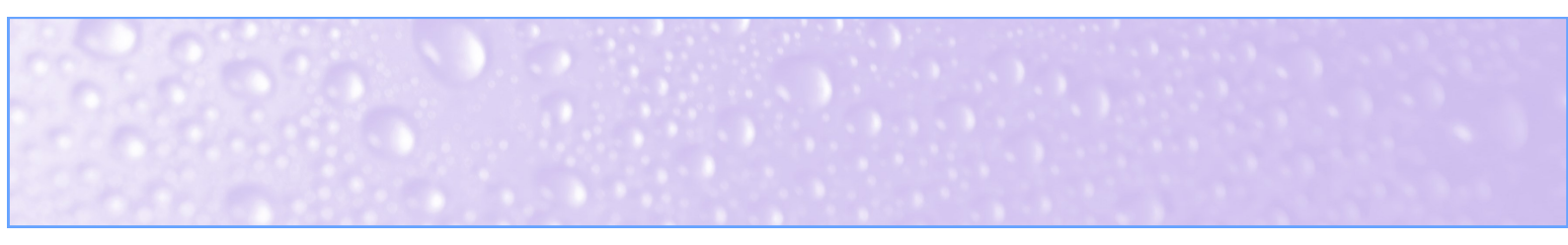
An E-COPY IS DISTRIBUTED TO AROUND 900 MEMBER COMPANIES WHO REPRESENT AROUND 12000 EMPLOYEES

Full Page W-190 mm x H - 277 mm (with bleed W.216mm x H.303mm)	£400.00 + vat
Half Page 128mm x H.190mm (No bleed allowance)	£200.00 + vat
Full Column W.60mm x H.270mm (No bleed allowance)	£260.00 + vat
Quarter Page Portrait W. 92mm x H x 140 mm	£200.00 + vat
Eighth Page Business Cards – 42 mm H x 68 mm W	£95.00 + vat

Quarter page

Half page landscape

Business card



ABOUT THE FWC

The voice of the window cleaning industry.

Window Talk is the Official Trade Journal of the Federation of Window Cleaners - distributed to around 900 member companies.

The Federation was formed in 1947 to establish an independent professional authoritative organisation specifically concerned with the Window Cleaning Industry and its subsidiary services.

In almost any business or industry, a collective body of professionals will virtually always be more powerful than an individual person or company. Such organisations can do many things such as influencing regulations, advancing the interests of members, creating new operating methods to enhance profit and safety and other activities. An industry body provides credibility, expertise, influence and access. The window cleaning industry is no exception.

For 75 years the FWC has maintained a professional Employers Trade Association for window cleaners that truly strives for members satisfaction. With an elected council and office staff who are committed to being bold, imaginative, caring, understanding, honest, safe and professional in all our endeavours.

Published quarterly, Window Talk has all the latest trade news, Health and Safety guidance, reviews of new cleaning products and services and a host of other cleaning related topics

Our Aims

- Represent the industry with government and municipal bodies
- To provide information to our membership on all aspects of the trade
- To increase public awareness of the need for high standards of safety
- To support Members with 24 hour legal advice
- To encourage members in attaining health & Safety Training & Education
- To promote the protection of the customer against fraud and misrepresentation
- To provide members with high quality training

