

2022



SUPPLIER RATE CARD

Higher. Further. Smarter.TM



WELCOME

YOUR AIM SUPPLIER RATE CARD IS HERE!

AIM is the only catalogue group to give you access to literally hundreds of distributors in the UK and Ireland which is something worth shouting about.

As the industry leader, our catalogue offers suppliers more exposure for their brand and products than any other publication in the UK and Ireland.



Inclusion in the AIM catalogue guarantees your share of £100 million in sales

AIM is an indispensable selling tool for many leading distributors, along with smaller, ambitious companies who work just as hard to bring in sales. AIM provides unlimited exposure unlike any other catalogue group.

Our catalogue is designed to target specific customers getting your product seen by the people that matter. Our credibility as the industry leader makes us a trusted source that increases distributor loyalty year upon year, holds attention and ultimately encourages action which generates sales.

Following feedback from the distributor questionnaire the 2022 catalogue will be staying at A4 size which will give it a greater presence in the workspace and make an even bigger impact on customers. It will have the same glossy cover with silk pages to give your products the premium look and feel they deserve for a full sensory experience.

Available from the end of January. All products featured in the catalogue will also feature on over 1,000 distributor websites and on the industry's leading product sourcing portal, which has around 6,000 users.



**OUTSTANDING
EXPOSURE**

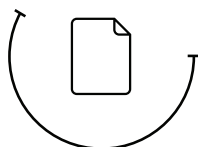
WE TICK ALL THE BOXES

The AIM catalogue gives you mass exposure to a huge audience over numerous marketing channels.

- ✓ Your products featured in the main catalogue used by hundreds of distributors.
- ✓ Your share of £100m in sales
- ✓ Your products featured on over 1,000 distributor websites:
www.merchandise.woodblock.co.uk
www.adgiftsonline.com
www.bo-jangles.co.uk
- ✓ Your products featured on the industry's most comprehensive product sourcing portal.
- ✓ Your products will appear on the **AIM Tech Suite**, our cloud based business management platform.
- ✓ **AIM Flyers®** create custom flyers for distributors to market out to their customers. Completely FREE of charge for your AIM products. There's no better way to reach out to your customers and help them win more business.

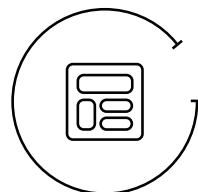
FEEDBACK FROM OUR DISTRIBUTORS.

61%



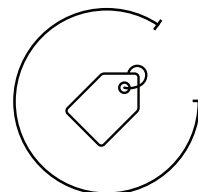
Prefer A4 format to smaller A5

89%



Happy with the existing layout

84%



Happy with the current markup



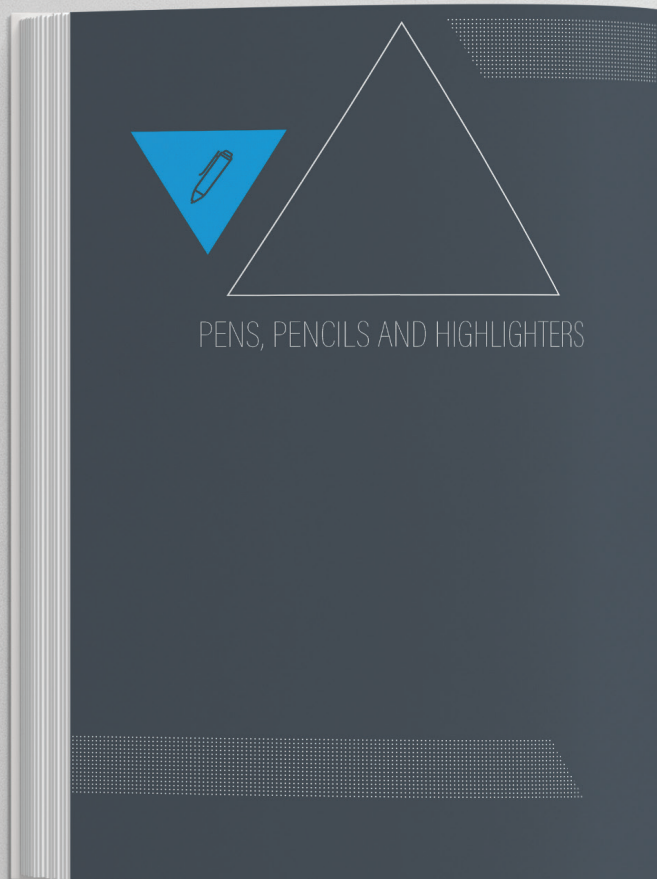
FIRST COME, FIRST SERVED!

We strive to keep our catalogue diverse and fresh, so it is important that we can continue to offer a varied range of products. This means that we always try to prevent exact duplication of products where we are aware of it. We operate a first come, first served basis for all of our bookings.

YOU DON'T WANT TO MISS OUT!

PREMIUM LEAD PAGE

Feature up to five of your best products which are guaranteed to be on the first right hand page in each category. The right hand page will ensure you get maximum impact for your products as when two pages of a magazine are open, the eye naturally travels toward the right side of the page. These spaces are limited to one per category and are highly desirable so you will need to book early to secure your place.





SUPPLIER FEATURE PAGE

We understand the appeal of presenting your products together in unison so with the supplier feature option you can do exactly that - we can guarantee up to five products (6 for pens) appear together on one page. There are a limited amount of feature pages per category so you will need to act fast to secure your spot. Feature pages will be placed throughout the category.

GROUP SHOT

If you have several variations of the same product you may be interested in our group shot option which allows you to present up to four products/ prices over half a page. This is a great option for products that are available in different sizes, colours and shapes.

PRODUCT SPACE

Space can be purchased by product. We will place your products to showcase them in the best possible way. The more you book the better the rate.



PRICE GUIDE

TO RESERVE YOUR PLACE IN THE CATALOGUE PLEASE FOLLOW THESE STEPS:

STEP 1

Please complete the order form on the back of this leaflet stating clearly how many products you would like to reserve.

STEP 2

Please note each section will be split into subsections with a designated number of products available in each.

STEP 3

Once the form is returned, the sales team will be in contact confirming which products you would like to include.

PRICE GUIDE	
Premium Lead Page	£3500
Supplier Feature Page	£2500
Group Shot/Half Page	£950
1 - 5 Products	£450
6 - 10 Products	£425
11 - 15 Products	£400
16 - 20 Products	£350
21 - 30 Products	£300
30+ Products	£225

LIMITED AMOUNT OF SPACE AVAILABLE, DON'T MISS OUT, BOOK YOUR SPACE TODAY!



AIM CATALOGUE

PHOTOGRAPHY

If you don't have images for your products, we are able to arrange for images to be taken for you at a cost of £50 per product.

INCLUSION

Only products in the catalogue will automatically show on the AIM Tech Suite FOC. If you wish to have your whole range listed please contact the team for further details.

DEADLINES

- **Bookings by 15th October 2021.**
- **Products to be sent through with pricing and images by 15th October 2021 submissions can be sent through via email on a CSV or PDF file**

Failure to meet these deadlines may result in your products not being featured in the catalogue, so if you have any problem in meeting these dates please let us know.

PAYMENT OPTIONS

DIRECT DEBIT

If your products are accepted, you will be required to complete a direct debit form. Payments will commence on 1st November 2021. Payments will be spread equally over a six month period. All monies owed should be paid in full by 31st April 2022.

30 DAYS

Standard terms. 30 days from date of invoice. Cheques to be made payable to AIM Smarter Limited.

AIM CATALOGUE PRIORITY BOOKING FORM:

REPLY NOW TO BOOK YOUR PRODUCT SPACE

PRODUCT SPACE REQUIRED:

☐ Premium Lead Page £3500

☐ Supplier Feature Page £2500

☐ Group Shot/Half Page £950

☐ 1 - 5 Products £450 per product

☐ 6 - 10 Products £425 per product

☐ 11 - 15 Products £400 per product

☐ 16 - 20 Products £350 per product

☐ 21 - 30 Products £300 per product

☐ 30+ Products £225

SIGNED

PRINT NAME

COMPANY

ADDRESS

TELEPHONE

EMAIL ADDRESS

ALTERNATIVE CONTACT

☐ TO PAY BY DIRECT DEBIT **PLEASE NOTIFY US AT THE TIME OF ORDER.**

tel: **0114 2121718** email: **help@aimsmarter.co.uk**

Once complete please email the order form to help@aimsmarter.co.uk

aimTM