

Signlink

FEATURES LIST 2019

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JANUARY

Publication date: **January 4th**
Deadline for contributions: **November 7th**
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Apprenticeships

Is this the most effective way to attract new people to the industry and employ younger members of staff? **By Carys Evans**

Printwear & Promotional Preview

A look ahead to this year's event and analysing the opportunities for sign-makers in this sector **By Summer Brooks**

CAD/CAM Software

Focusing on the latest products in this market and how it can help you improve the quality of output **By Rob Fletcher**

Interactive Digital Signage

Picking out the technologies driving innovation in this modern market **By Rob Fletcher**

Soft Signage

How can your business stand out above competitors in this busy sector? **By Genevieve Lewis**

FEBRUARY

Publication date: **January 25th**
Deadline for contributions: **January 7th**
Ad copy deadline: **January 18th**

Marketing Your Business

How your business can effectively generate good PR and run successful social media channels **By Carys Evans**

Tools for Sign-Makers

Looking at some of the most effective tools and solutions that can save sign-makers both time and money **By Genevieve Lewis**

Neon Signs

Focusing on the resurgence of this technology and debating its future growth potential **By Summer Brooks**

Vehicle Wrapping Materials

How can the latest kit help your company race ahead of the competition? **By Rob Fletcher**

Wide-Format Print: Part 1

Picking out the entry-level kit that can support your move into this competitive market **By Rob Fletcher**

MARCH

Publication date: **February 22nd**
Deadline for contributions: **January 18th**
Ad copy deadline: **February 15th**

Sign & Digital UK Preview

Looking ahead to this year's edition of the large format print exhibition **By Rob Fletcher**

Point of Sale

Setting out the steps you need to take in order to break into this highly competitive market sector **By Summer Brooks**

Modular Sign Systems

Trade Suppliers open up about the latest off-the-shelf systems and how these solutions can help your business win new work **By Rob Fletcher**

Management Information Software

Analysing the software currently available on the market and how this technology can boost efficiency **By Carys Evans**

LED Lighting Systems

How can you enhance traditional signage while making major energy savings at the same time? **By Genevieve Lewis**

APRIL

Publication date: **March 22nd**
Deadline for contributions: **February 22nd**
Ad copy deadline: **March 15th**

Business Owners

How do business owners run a successful company in a potentially challenging market? **By Carys Evans**

Gizmos & Gadgets

How some of the smallest pieces of kit can make a big difference **By Summer Brooks**

Vinyl Effects

Focusing on the latest vinyl products can that can help sign applications 'pop' **By Summer Brooks**

Wayfinding Systems

Analysing how you can navigate your way around this market with the help of new solutions **By Rob Fletcher**

Extreme Materials

How do you ensure the substrate you use can withstand the test of time in the most extreme signage applications? **By Carys Evans**

Retail Signage

How retailers can use signage effectively to draw in consumers in tough times for UK high streets **By Genevieve Lewis**

Laminating Equipment

Picking out the latest kit that can help protect both wide- and large format print applications **By Rob Fletcher**

Wide-Format Print: Part 2

Looking at how you can invest in new technologies to further evolve your business **By Rob Fletcher**

MAY

Publication date: **April 26th**
Deadline for contributions: **March 22nd**
Ad copy deadline: **April 19th**

Tenders

Advice and guidance on how to put together an effective tender for profitable work **By Carys Evans**

Fixture & Fittings

Looking at the latest nuts, bolts and similar kit that helps hold the sign industry together **By Carys Evans**

Colour Management

Focusing on the importance of this software and the benefits it will bring throughout the manufacturing process **By Rob Fletcher**



Flatbed Vinyl Cutters

Focusing on the latest kit in this market and analysing how it can help improve the outcome of finished work [By Genevieve Lewis](#)

Building Wraps

An in-depth look at some of the specialist trade suppliers in this niche market and how they can help you access profitable work [By Summer Brooks](#)

FESPA Preview

A look ahead to this year's edition of the popular industry event in Munich [By Summer Brooks](#)

JUNE

Publication date: **May 22nd**
Deadline for contributions: **April 19th**
Ad copy deadline: **May 17th**

Environment

Looking at the latest developments in planet-friendly schemes and initiatives [By Carys Evans](#)

Garment Printing

How can sign-makers expand into this market and what steps do they need to take to ensure the move is successful? [By Genevieve Lewis](#)

Working at Height

Focusing on the specialist equipment you need to effectively and safely work at heights [By Carys Evans](#)

Ink Technology

Looking at the latest solvent, latex and UV products, and analysing how they can help improve the look of finished print [By Summer Brooks](#)

Wide-Format Print: Part 3

Taking your business further by investing in flatbed technology to access new types of work [By Rob Fletcher](#)

JULY

Publication date: **June 18th**
Deadline for contributions: **May 17th**
Ad copy deadline: **June 14th**

Business Rates

Looking at how sign-makers can cut their business rates and commit financing to other areas [By Carys Evans](#)

Adhesives

Picking out the latest adhesive products available and focusing on how they can help sign-makers with more unusual applications [By Genevieve Lewis](#)

Promotional Products

Businesses-in-a-box solutions that can help to open up this lucrative market [By Summer Brooks](#)

Sign Fabrication

The equipment, know-how and tools you need to bring this type of work in-house [By Rob Fletcher](#)

Franchise Models

What are the tangible benefits of choosing this route to self employment? [By Genevieve Lewis](#)

AUGUST

Publication date: **July 16th**
Deadline for contributions: **June 21st**
Ad copy deadline: **July 12th**

Finance

A look at alternative ways to access finance to support your growth plans [By Carys Evans](#)

Sign Writing

How are the artisans of the sign industry still going strong in our ever-changing market? [By Summer Brooks](#)

Etching & Engraving

Focusing on the equipment you need to expand into this area of the industry [By Summer Brooks](#)

Built-up Letters

What are the benefits of moving into this kind of work and looking at the type of kit you need to purchase [By Genevieve Lewis](#)

Digital Cutters

An in-depth analysis of the latest technology in this field and how it can help your company win new work [By Rob Fletcher](#)

SEPTEMBER

Publication date: **August 20th**
Deadline for contributions: **July 19th**
Ad copy deadline: **August 16th**

Staff Wellbeing

How can you look after your staff to help them reach their maximum potential? [By Carys Evans](#)

The Print Show Preview

Looking ahead to this year's edition of The Print Show, and picking out the key highlights for sign-makers and wide-format printers [By Rob Fletcher](#)

CNC Routers

Looking at both the entry-level and industrial level options for those active in this market [By Genevieve Lewis](#)

Window Graphics

Focusing on this new marketing medium and how you can access work in this profitable sector [By Carys Evans](#)

Textile Printing

What opportunities does textile printing realistically offer sign-makers and how can they access this work? [By Summer Brooks](#)

Wide-Format Print: Part 4

Picking out some of the latest hybrid technologies and analysing the benefits it offers over other kit [By Rob Fletcher](#)

OCTOBER

Publication date: **September 13th**
Deadline for contributions: **August 16th**
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Energy Efficiency

Being green is much more than just recycling – we look at other ways to protect the environment [By Carys Evans](#)

Banners

Buying through trade supplier vs. in-house. What is best for your business? [By Genevieve Lewis](#)

Vinyl Wrapping

What other wrapping applications can sign-makers produce and how can this open up new revenue streams? [By Rob Fletcher](#)

Sign Lighting Systems

Focusing on retro fit LED systems and how this type of lighting can help bring life to signage [By Summer Brooks](#)

Rigid Substrates

Looking at some of the latest products in this sector and analysing how can they improve the final look of a sign application [By Genevieve Lewis](#)

NOVEMBER

Publication date: **October 22nd**
Deadline for contributions: **September 20th**
Ad copy deadline: **October 18th**

Grants for Business

An in-depth look at the financial help available to print service providers and how to access such funding [By Carys Evans](#)

BSGA Awards

Looking ahead to this year's edition of the industry awards event [By Summer Brooks](#)

Exhibition Stand Systems

How can you expand into this market and what sort of kit do you need to make the transition? [By Summer Brooks](#)

Wide-Format Print: Part 5

What are the benefits of super wide-format machinery and what work can you expect to win? [By Rob Fletcher](#)

Floor Graphics

Looking at the opportunities available to sign-makers in this growing sector and how they can access this type of work [By Genevieve Lewis](#)

DECEMBER

Publication date: **November 19th**
Deadline for contributions: **October 18th**
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Mergers & Acquisitions

Where to start with this sort of business venture and who can help you make the move a success [By Carys Evans](#)

Digital Signage

How can novice sign-makers expand into this growing, modern market? [By Genevieve Lewis](#)

3D Printing

How can this futuristic technology open potential new markets? [By Genevieve Lewis](#)

Fabric in Signage

Focusing on the latest trends in this sector and how the use of fabric can help you access different types of work [By Summer Brooks](#)

Looking Ahead

What can we expect from the sign-making and wide-format print industries in 2020? [By Rob Fletcher](#)

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