

CREDIT MANAGEMENT

CM

MEDIA INFORMATION

2026

The CICM magazine for consumer and commercial credit professionals



CONTACT US

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4,000+ CIRCULATION



The magazine for members of the CICM, CM is published 10 times a year and distributed to more than 4,000 people every issue. Regular features include interviews with leaders of trade associations, technology in action articles reviewing the latest credit management software, and 'ask the experts' providing 'best practice' advice to industry professionals.

CM delivers the very latest news from the credit management industry, bringing readers exclusive stories before they are published anywhere else. It also includes the most recent businesses to achieve CICMQ (re)accreditation and news specific to the community

Our mission is to deliver up-to-date news, thought leadership articles and informative features for all consumer and commercial members of the Chartered Institute of Credit Management (CICM). The magazine goes beyond just credit management, giving advice on HR issues, business management and leadership, career progression, and light-hearted tips to add value to our readers' working lives.

WHY ADVERTISE?

When looking at advertising I would always suggest considering a campaign as research shows that regular advertising provides more positive results. Key points about the importance of regular advertising, and a detailed look at why it's so crucial:

- **BRAND AWARENESS:** Regular advertising helps keep your company's name and offerings in the minds of potential customers. This frequent exposure increases the likelihood that people will think of your brand when they need the products or services you provide.
- **BUILDING CONVICTION AND CONFIDENCE:** Consistent advertising can help build trust and credibility. When consumers see your brand regularly, they're more likely to perceive it as established and reliable. This can instil a sense of confidence in your company.
- **VISIBILITY AND RECALL:** For an advertisement to be effective, research suggests it needs to be seen multiple times. The "three exposures" rule is often cited, meaning that seeing an advert at least three times can help generate a positive response and reinforce the brand in the consumer's mind.
- **MAINTAINING MARKET POSITION:** Leading companies continue to advertise even when they're at the top of their market. They understand that regular advertising helps maintain their dominance and ensures they stay relevant in the eyes of consumers. It prevents competitors from gaining an edge and keeps their brand at the forefront of consumer minds.
- **CONTACT INFORMATION:** Regular advertising ensures that potential customers have your contact details readily available, making it easier for them to reach out when they're ready to make a purchase or enquire about your services. Overall, the effectiveness of advertising is not just about reaching people once but about reinforcing your brand's presence and credibility over time.



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RATES & SPECIFICATIONS

| MONTH/ISSUE | BOOKING DEADLINE | ARTWORK DEADLINE | PUBLISHING DATE |
|------------------|------------------|------------------|-----------------|
| JULY/AUGUST 2026 | 3rd June | 9th June | 26th June |
| SEPTEMBER 2026 | 4th August | 10th August | 27th August |
| OCTOBER 2026 | 3rd September | 9th September | 28th September |
| NOVEMBER 2026 | 5th October | 9th October | 28th October |
| DECEMBER 2026 | 4th November | 10th November | 27th November |
| JAN/FEB 2027 | 4th January | 11th January | 28th January |
| MARCH 2027 | 2nd February | 9th February | 26th February |

| ADVERTISING RATES (COST PER INSERTION) | | |
|--|---|--|
| SIZE | COST | DIMENSIONS IN MM |
| FULL PAGE | £1,650 | 210w x 297h (Trim), 216w x 303h (Bleed) |
| HALF PAGE | £900 | Horizontal - 190w x 135h Vertical - 93mm wide x 275mm high |
| SPECIAL POSITIONS | | |
| INSIDE FRONT COVER | £1,850 | 210w x 297h (Trim), 216w x 303h (Bleed) |
| INSIDE BACK COVER | £1,750 | 210w x 297h (Trim), 216w x 303h (Bleed) |
| OUTSIDE BACK COVER | £1,950 | 210w x 297h (Trim), 216w x 303h (Bleed) |
| | | |
| SERIES DISCOUNTS - FOR ALL DISPLAY ADS, INCLUDING SPECIAL POSITIONS. | | |
| 3 INSERTIONS | 5% | |
| 6 INSERTIONS | 10% | |
| 10 INSERTIONS | 15% | |
| | | |
| CREDIT WHO? | £1300 - Directory listing - your company logo, details and 100 words plus url | |
| ENEWSLETTER | Sent during the first week of each month. <ul style="list-style-type: none"> • 1 banner per enewsletter • 600px wide x 210px high. Please email your file no bigger than 100kb in jpeg, gif or png formats along with your required url | |

ARTWORK REQUIREMENTS

All adverts and documents are to be supplied in hi-res PDF format or as a PSD, TIFF or JPEG with a resolution of at least 300 dpi and CMYK. Email: production@warnersgroup.co.uk

- All prices subject to VAT at the current rate ● Agency commission 10%
- Series discounts are based on the complete series booking being fulfilled, cancellations part way through a series booking may be subjected to a charge of the difference in discount benefited from to date. Amended bookings and cancellations must be received in writing four weeks prior to the booking deadline.



CICM

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Institute
of Credit
Management

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