

CREDIT MANAGEMENT

CM

MEDIA INFORMATION

2026/27

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
NOVEMBER 2026	5th October	9th October	28th October
DECEMBER 2026	4th November	10th November	27th November
JAN/FEB 2027	8th January	15th January	29th January
MARCH 2027	5th February	12th February	26th February
APRIL 2027	5th March	12th March	30th March
MAY 2027	2nd April	9th April	27th April
JUNE 2027	7th May	14th May	27th May
JULY/AUGUST 2027	4th June	11th June	28th June
SEPTEMBER 2027	6th August	13th August	27th August
OCTOBER 2027	3rd September	10th September	27th September
NOVEMBER 2027	1st October	8th October	27th October
DECEMBER 2027	5th November	12th November	29th November

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)
CREDIT WHO?		
		£1300 - per year (print and online) • Directory listing: company logo, contact details, and up to 100 words
E-NEWSLETTER		£600 per month Sent during the first week of each month. • 1 banner per newsletter • 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.

People buy from brands they know and trust.
Building a strong brand presence creates a clear, recognisable identity that keeps your business front of mind and helps customers choose you over the competition.
By showcasing your expertise, sharing your story, and maintaining consistent visibility, you build credibility, strengthen customer relationships, and make the sales process far more effective.

The CICM logo consists of a solid blue square with the letters "CICM" in white, bold, sans-serif font.

Chartered
Institute
of Credit
Management

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