

agentsnews

THE JOURNAL OF THE MANUFACTURERS AGENTS ASSOCIATION

FINDING AGENTS



– A GUIDE FOR PRINCIPALS



www.themaa.co.uk

THE UK & IRELAND'S ONLY TRADE ASSOCIATION FOR AGENTS

Pages from recent copies of Agents News, the MAA Magazine



Typical Advertisements in Agents News



Finding Agents with Agents News, Agents News EXTRA and MAA Net Search®



Finding an Agent has never been easier with the MAA and Agents News, our bi-monthly magazine!

Agents News is a magazine for Agents which carries news of the MAA, legal advice, Agency and business advice, interesting articles, the witty Egress page and much more. It also carries advertisements from Principals looking for Agents but these don't get lost amongst a mass of other adverts. They are interspersed throughout this much read magazine which is invaluable to Agents. This means that your advert will receive a great deal of attention.

"Agents News" magazine goes to all our Members, all UK Chambers of Commerce and Business Links together with influential UK and overseas trade bodies. Its prime purpose is to inform our Members and is not chock full of adverts.

Please note: Your magazine advertisement is currently repeated in our on-line magazine "Agents News EXTRA" FREE

Our on-line magazine Agents News EXTRA is published bi-monthly on the alternate month to the printed magazine. If you would like to see this please email the MAA and request the current link.

For further information on IUCAB and how to find Agents overseas on the IUCAB Members' web sites, see www.iucab.com

THREE WAYS TO FIND AGENTS WITH THE MAA:

- 1) Advertise in our magazine "Agents News"
- 2) Find Agents on-line with MAA Net Search®
- 3) Your advertisement and / or Net Search® is repeated in our on-line magazine "Agents News EXTRA" FREE with either of the above.

MAA Net Search®

Our on-line Internet service lets you select the Agents you want from the on-line MAA Net Search® database and email your Agency opportunity. Full contact details of all those Agents responding to your Search are emailed to you. The "MAA Net Search®" database includes all MAA Members and Agents registered on MAA Net Search® and shows:

- 1) the products they sell
- 2) the geographic areas they sell in
- 3) the markets they sell into

You select all the markets that are of interest to you and Net Search will show you all the Agents selling in those markets together with their current products and the geographical areas. Please see www.themaa.co.uk for full information on MAA Net Search®. This is conducted by you on-line. If you would like to take advantage of our dual offer and undertake a full 20 Agent Net Search® and book an advertisement at the same time please deduct £25 from the Net Search cost. Your Net Search® password will be given to you on receipt of your payment. When you do a Net Search® it is listed FREE [200 words max] in Agents News PLUS it is repeated FREE in "Agents News EXTRA", our on-line magazine.

The MAA is a professional association purely for Manufacturers Agents (US = reps) founded in 1909 and incorporated as a company limited by guarantee in 1922. It is the only Membership owned and run Agents Association in the UK and Ireland and offers a full range of relevant services to its Members, including the advertising of Agency Opportunities.

All our Members pay an annual subscription to join the MAA. When they cease to be a Member they are removed from our list. All our Members are active Agents - not just names on an old list.

As a service to both Principals (US = Manufacturers) and the Agency profession, all professional Agents are being invited to register their details (annual renewal required) on our database, and you can see them and our Members on **MAA Net Search®**. All Members and Agents on our database receive "Agent News EXTRA", our on-line magazine. Our Members look forward to hearing of your Agency opportunity.

FINDING AGENTS ABROAD



The MAA is an active Member of the International Union of Commercial Agents & Brokers representing Agents' Associations around the world with 450,000 Agent Members with total worldwide sales of around \$2.5 billion.

Book and pay for 2 Advertisements or 2 Net Searches and get the 3rd one FREE!

PUBLICATION DATES

Agents News printed magazine is published bi-monthly in February, April, June, August, October & December.
Agents News EXTRA on-line magazine is published bi-monthly in February, April, June, August, October and December.

Copy should be sent by 15th of month preceding the month of publication.

ARTWORK

You can email your digital artwork to us for your magazine advertisement or ask us to prepare artwork from your instructions e.g. text, logo etc. A low resolution pdf proof will be emailed to you for your approval.

PAYMENT

All bookings must be prepaid in GBP by Credit Card, Bank Transfer or Cheque.

Please request our bank details if required.

Please see www.themaa.co.uk/AgentsNews.pdf for current advertising rates

ADVERTISEMENT SIZES AND POSITIONS

1 page (25 x 18 cm)
1/2 page (12 x 18 cm)
1/4 page (12 x 9 cm)
1/8 page (6 x 9 cm)

SPECIAL POSITIONS available include:

Outside back cover
Inside front cover
Inside back cover
Early right hand page

INSERTS

Single A4 80 gsm sheet

Other sizes and weights by quotation.

PROOF

Proofs are emailed in low resolution pdf format

ADDITIONAL HELP

The MAA advises all Principals to consult a solicitor over a suitable contact for the employment of UK and Irish Agents.



THE MANUFACTURERS' AGENTS' ASSOCIATION
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