



THE 2024 *Christmas* GIFT GUIDE



**MEDIA
PACK**

THE 2024 Christmas GIFT GUIDE



Click On Images Or Descriptions To Open The Listings

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- BABY'S 1ST CHRISTMAS**
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ACCESSORIES | BEAUTY | DRESSES | XMAS JUMPERS & PYJAMAS
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THE 2024 Christmas GIFT GUIDE

Welcome

Welcome to The 2024 Christmas Gift Guide where you'll discover a whole host of home and gift inspiration brought to you by independent retailers from across the UK; especially curated with the upcoming festive season in mind.

Shopping

Experience festive shopping from wherever you are in a comfortable way, by simply telling us your shopping budget that you have a unique selection of Christmas home and gift ideas at your fingertips in this interactive flipbook whilst supporting small businesses with every single purchase made.

Payments

The retailers listing products within this guide offer various payment methods which will be processed by them directly via their own ecommerce platforms.

Delivery

Delivery options will vary between retailers so ensure to establish this prior to committing to any purchase.

Orders

Keep all of your receipts/order confirmations for purchases made. In the event that you need to make an enquiry over any purchase made, please contact the respective retailer(s) directly to raise and resolve any query.

List With Us!

The 2024 Christmas Gift Guide is part of our Online Brochure Series. Find out how to get your products listed in one of our guides:



Navigation

To Use This Online Guide:

- Flip The Pages -
- Click The Contents Page Titles -
- Click Section Titles On Navigation Bars (As Shown Below) -

AT HOME | DECORATIONS | BABY | KIDS | HER | HIM | FAMILY | PETS | STOCKING FILLERS | SEASONS GREETINGS



THE 2024 Christmas GIFT GUIDE

WELCOME

Welcome to your guide to listing with us in The 2024 Christmas Gift Guide for UK Independent Retailers.

This information pack will provide everything you need to know about the following:

- The Guide And Its Features
- Important Dates To Remember
- Product Listing Pricing & Features
- Retailer Criteria
- Section Categories & Qualifying Items
- Guidance For Product Listing Imagery
- Page Layout Examples

ABOUT THE GUIDE

We want to encourage UK consumers to shop small this, and every, Christmas in an effort to support our UK independent retailers throughout one of the most important and awaited buying times of the year and that's why we've created The 2024 Christmas Gift Guide, an interactive online flipbook especially curated for the festive season with 72 pages for retailers to showcase their products within; helping our independents to get the exposure that they deserve.

The expected publication of this guide will also enable retailers to gain exposure to sales-oriented shoppers during Black Friday and Cyber Monday events where consumers can benefit from any promotions our retailers may have available.

The guide offers the experience of traditional home catalogue shopping only it's a digital flipbook featuring festive background music to imitate the sense of being in the shops and really invoke the spirit of Christmas; creating an immersive online shopping experience and one that enables consumers to leisurely peruse multiple independent retailers products from one convenient flipbook and in the comfort of their own home or from anywhere they wish to be.



KEY DATES & INFORMATION

LISTING

CUT-OFF DATE:

26th November 2024

EXPECTED

PUBLICATION DATE:

28th November 2024

**PROMOTED DAILY
VIA PAID ADS FROM
PUBLICATION UNTIL:
23rd December 2024**



THE 2024 Christmas GIFT GUIDE

GUIDE FEATURES

The Guide offers **10 Sections** to feature products within as follows:

- Christmas At Home
- Christmas Decorations
- Baby's 1st Christmas
- Christmas For Kids
- Christmas For Her
- Christmas For Him
- Christmas With The Family
- Christmas For Pets
- Stocking Fillers
- Seasons Greetings

With its **responsive A4 design**, the guide can be seamlessly viewed and interacted with by anyone via desktop PC, laptop, tablet or smartphone.

The **interactive design** of this online catalogue-style gift guide allows viewers to easily navigate the sections and products using its floating control bar tools, turnable pages, **clickable navigation bars** located on the guide's pages and via its contents page. Clicking product listing imagery and text will navigate directly to the retailers' own online shop's product pages.

To feature within the guide, all primary product listing imagery and information must be submitted by the **26th November 2024**.

The Gift Guide flipbook will be hosted independently of our website and is due to be published online on the **28th November 2024**.

Once published, this guide will be publicly available online and **promoted on a daily basis** throughout via **Google Ads, Meta Ads (Facebook And Instagram) and Pinterest Ads until the 23rd December 2024**.



KEY INFORMATION

SECTIONS:

10

PAGES:

72

PRODUCTS:

PORTRAIT X 258
LANDSCAPE X 30
A4 X 15

RESPONSIVE

A4 DESIGN FOR
COMPATIBLE VIEWING
ACROSS DEVICES

INTERACTIVE

DESIGN FOR VIEWERS TO
FLIP, CLICK & DISCOVER
INDEPENDENT RETAILERS TO
PURCHASE FROM

EASY TO NAVIGATE

FLIPBOOK DESIGN WITH
FLOATING CONTROL BAR,
CONTENTS & SECTION
NAVIGATION TOOLS

MARKETED ON A DAILY BASIS



THE 2024 Christmas GIFT GUIDE

LISTING FEATURES

There are **three types of listings** possible (subject to product type and availability) as follows:

- Standard Portrait Listing (for single item) £20;
- Standard Landscape Listing (for single item) £30;
- A4 Full Page Listing (for one or multiple* items) £80.

Listings include the product image and its associated text which is made up as follows:

- It's product number where applicable;
- The product name (up to 45 characters including spaces laid out over two lines);
- The product's usual price (excluding delivery costs).

The listing imagery and text are interactive and both will be directly linked to retailers' online shop product listing pages.

The product hyperlink, name and usual price must be provided on requesting your listing space (prior to the 26th November cut-off date)

Each listing is **dynamic**, which means that if you notify us that you have run out of stock, we will update it with your 'backup' replacement listing for that Section which includes product image, text and web link at no extra cost. This information must be submitted at the same time the original listing request is made.

Listing spaces within each section are subject to availability and will be allocated in order of next product number available for the type of item it is.

Retailers are permitted 1 listing per section which is to ensure that all retailers are fairly represented within the Gift Guide. Therefore, Retailers are permitted up to a maximum of 10 listings in total.

*Product Names & Prices For A4 Full Page Listings With Multiple Items Must Be Easily Placeable Within The Imagery. Accordingly, A Maximum Of 4 Products Will Be Linked.



KEY INFORMATION

**3 LISTING TYPES
AVAILABLE**

**1 LISTING
PER SECTION
(UP TO 10 MAX)**

DYNAMIC LISTINGS:
Update Listings When
Stock Runs Out

**PRODUCT IMAGERY &
TEXT ARE LINKED TO YOUR
OWN ONLINE STORE'S
LISTING**

**POTENTIAL TO SELL
MORE ITEMS & GAIN
NEW MAILING LIST
SUBSCRIBERS / SHOP
FOLLOWERS**

**ONE-OFF SET
LISTING PRICE**

**NO ADMIN FEES
FOR UPDATES**

**NO COMMISSION
ON SALES MADE**



THE 2024 Christmas GIFT GUIDE

RETAILER CRITERIA

Retailers who want to list within the guide MUST fulfil the following criteria:

- Be a UK based independent retailer;
- Have an e-commerce shop/store that accepts online payments securely;
- Agree to abide by Consumer Rights Laws relating to their product(s);
- Offer nationwide delivery across the UK;
- Safety advice must be disclosed to consumers on your online shop's listing(s) where applicable i.e. for skin and food allergies, ingredients etc;
- Have clear returns and refund policies in place.

For clarification, an e-commerce store can be your own website's online shop or an online marketplace shop such as Etsy, Amazon, eBay, NotOnTheHighStreet, and so on.

Criteria for having an online shop will be met, as long as your listed product(s) link to an online product page.



RETAILERS MUST:

**BE AN
INDEPENDENT
UK RETAILER**

**OFFER UK
DELIVERY**

**HAVE AN
ONLINE SHOP WITH
SECURE PAYMENT
PROCESSING**

**COMPLY WITH
CONSUMER RIGHTS
LAWS**

**HAVE CLEAR
REFUND & RETURNS
POLICIES AND SAFETY
NOTICES**



THE 2024 Christmas GIFT GUIDE

SECTION CATEGORY GUIDE



THIS LIST IS TO BE USED AS A GUIDE, AND IS NOT EXHAUSTIVE, AS TO WHAT TYPES OF PRODUCTS CAN BE INCLUDED UNDER THE VARIOUS SECTIONS WITHIN THE GUIDE.

CHRISTMAS AT HOME:

Trees & Plants, Festive Soft Furnishings (Cushions, Throws, Bed Sets etc), Draught Excluders, Door Mats/Stops, Candles, Centrepieces, Tableware, Home Fragrance (Diffusers, Wax Melts, Burners, Incense), Glassware, Crockery, 'Santa' Food Boards

CHRISTMAS DECORATIONS:

Christmas Stockings, Santa Sacks, Christmas Eve Crates & Bags, Baubles, Wreaths, Hanging Ornaments, Nativities, Garlands, Lights, Tree Toppers, DIY Crafts, Crackers, Festive Signs/Prints

BABY'S 1ST CHRISTMAS:

Baby's 1st Christmas Items, Christmas Jumpers, Dress Up, Sleepsuits/ Babygrows/ Body Suit Sets, Partywear Outfits, Comforters, Toys, Keepsakes

CHRISTMAS FOR KIDS:

Christmas Jumpers/Pyjamas/Dress Up, Partywear Outfits, Outdoor Wear, Footwear, Toys, Books, Personalised Items, Gaming Accessories

CHRISTMAS FOR HER:

Christmas Jumpers/Pyjamas, Partywear, Fashion Accessories, Jewellery, Footwear, Beauty (Cosmetics / Skin Care / Hair Care / Fragrance) Products

CHRISTMAS FOR HIM:

Christmas Jumpers/Pyjamas, Partywear Outfits, Fashion Accessories, Footwear, Watches, Belts, Cufflinks, Wallets, Skincare, Fragrance, Jewellery, Gadgets

CHRISTMAS WITH THE FAMILY:

Advent Calendars, Family Pyjamas, Entertainment/Games, Food/Gift Hampers, Sweet Treats Gifts, Cakes, Food/Cheese Boards, Family Crafts, Santa Letters/Signs, Custom Family Prints/Portraits/Ornaments

CHRISTMAS FOR PETS:

Pet Beds, Coats/Vests, Toys, Accessories, Food Bowls, Mats, Treats

STOCKING FILLERS:

Festive Earrings, Socks, Hats, Scarves, Gloves, Ear Muffs, Bag Charms/Key Rings, Gadgets, Purses/Wallets/Pass Holders/Money Clips, Novelty Gifts, Treats, Hair Care

SEASONS GREETINGS:

Christmas Cards, Gift Bags/Boxes, Wrap, Tags, Stickers, Bows/Ribbons, 2025 Stationery (Dairies, Calendars etc), Writing Journals, Pen Sets, Wax Seals

(CUSTOM, PERSONALISED, PERISHABLE AND DIGITAL ITEMS ARE PERMITTED)

**ITEMS THAT ARE NOT PERMITTED INCLUDE PRODUCTS:
CONTAINING NUDITY | CONTAINING PROFANITY | PROMOTING GAMBLING**



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PORTRAIT LISTING GUIDANCE



STANDARD PORTRAIT PRODUCT LISTINGS ARE USED TO PROMOTE SINGLE PRODUCTS. THE MAIN PRODUCT SHOULD BE OBVIOUS WHEN DISPLAYED AMONGST OTHER ITEMS.



- THE IMAGERY SUPPLIED MUST BE YOUR OWN TO COMPLY WITH COPYRIGHT OWNERSHIP -

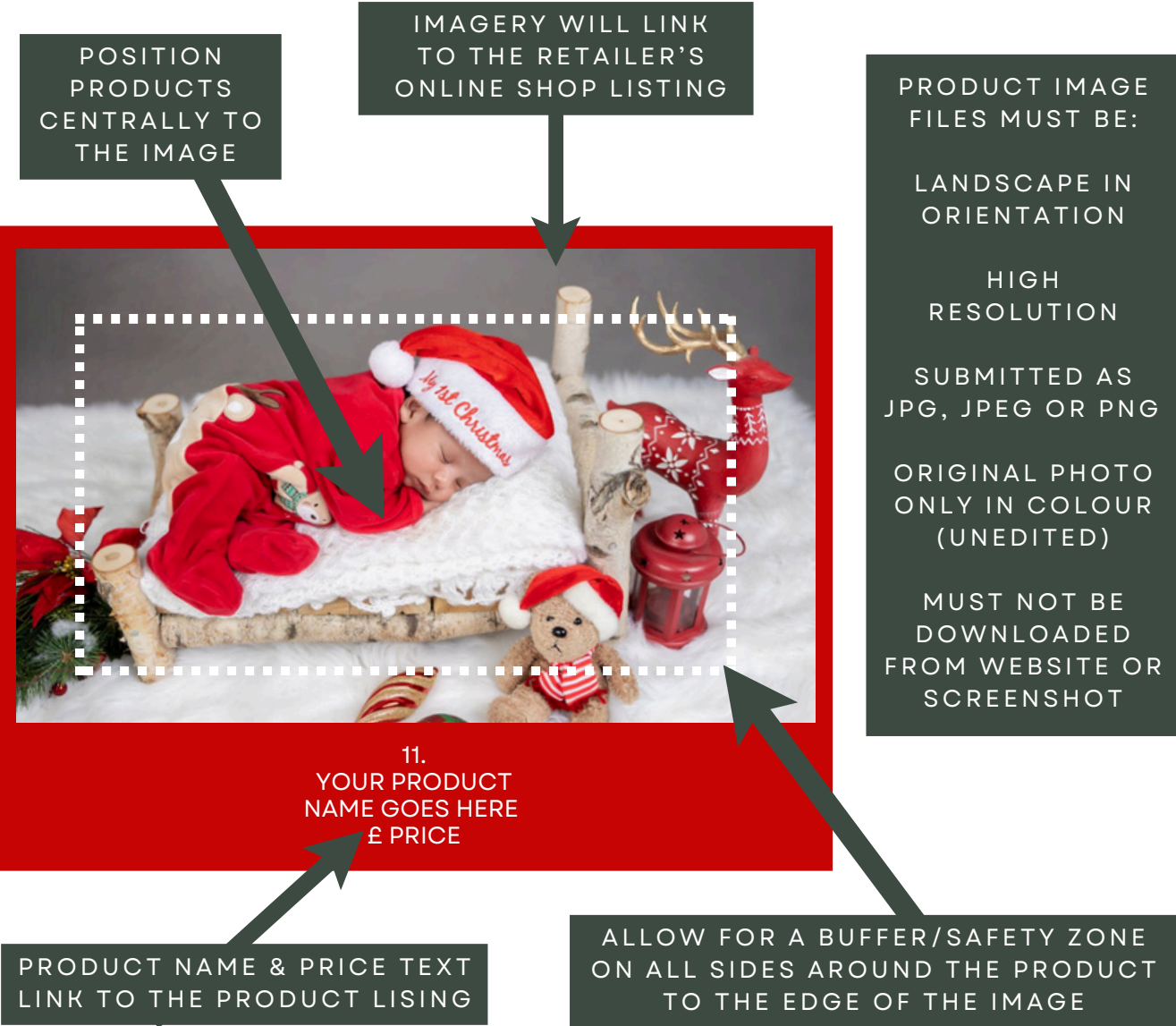


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LANDSCAPE LISTING GUIDANCE



STANDARD LANDSCAPE PRODUCT LISTINGS ARE USED TO PROMOTE SINGLE PRODUCTS. THE MAIN PRODUCT SHOULD BE OBVIOUS WHEN DISPLAYED AMONGST OTHER ITEMS.



- THE IMAGERY SUPPLIED MUST BE YOUR OWN TO COMPLY WITH COPYRIGHT OWNERSHIP -



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A4 FULL PAGE LISTING GUIDANCE



A4 FULL PAGE PRODUCT LISTINGS CAN PROMOTE SINGLE OR MULTIPLE PRODUCTS . THERE WILL BE PRODUCT TEXT & PRICE WITH LINK FOR EACH PRODUCT DISPLAYED.

ALLOW SPACE FOR PRODUCT TEXT & PRICE LABELS (WILL INCLUDE LINK)

FULL PAGE IMAGES WILL LINK TO ONE ITEM OR TO SHOP'S MAIN WEBSITE PAGE

POSITION PRODUCTS CENTRALLY

ALLOW FOR PRESENCE OF PAGE NUMBER AND GUIDE DESIGN ELEMENTS

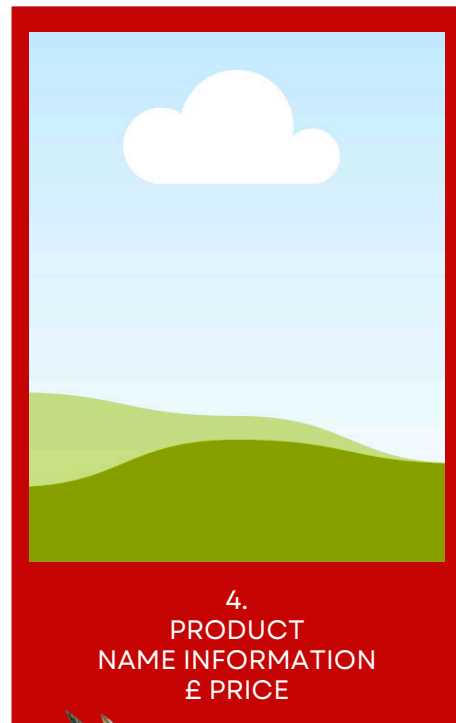
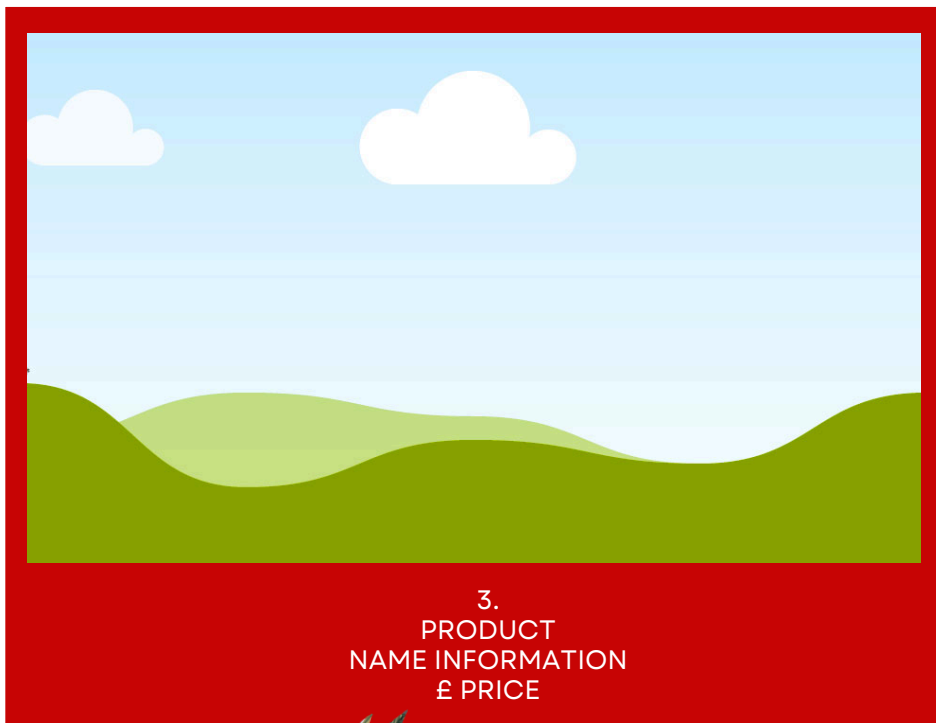
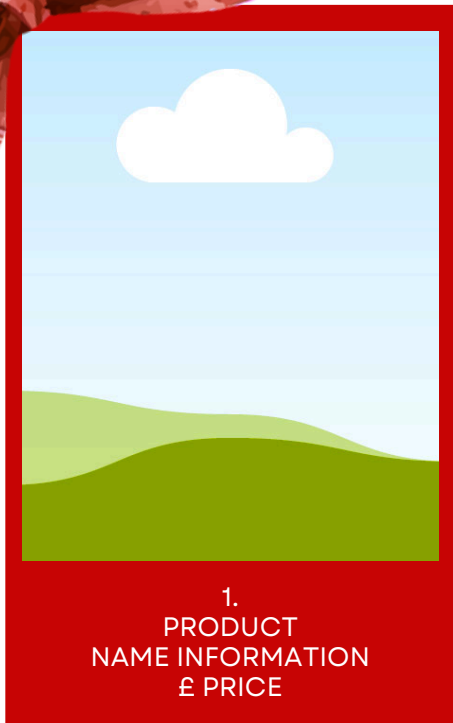
ALLOW FOR A BUFFER/SAFETY ZONE ON ALL SIDES AROUND PRODUCTS TO THE EDGE OF THE IMAGE

PRODUCT IMAGE FILES MUST BE:

- PORTRAIT IN ORIENTATION
- HIGH RESOLUTION
- SUBMITTED AS JPG, JPEG OR PNG
- ORIGINAL PHOTO ONLY IN COLOUR (UNEDITED)
- MUST NOT BE DOWNLOADED FROM WEBSITE OR SCREENSHOT

- THE IMAGERY SUPPLIED MUST BE YOUR OWN TO COMPLY WITH COPYRIGHT OWNERSHIP - MINIMUM RESOLUTION: 2551 X 3579 PIXELS

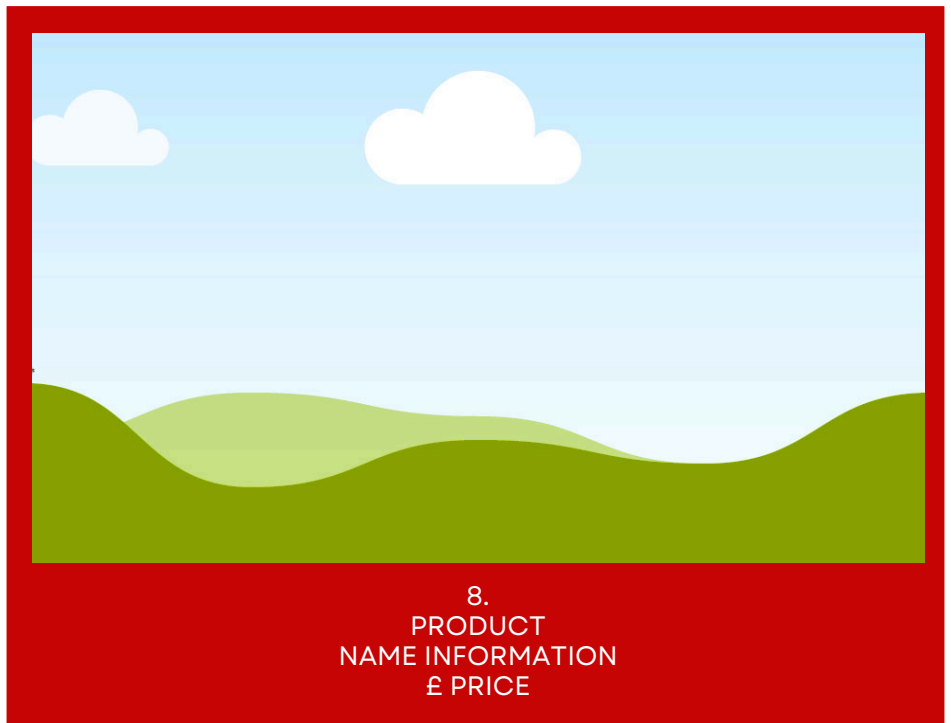
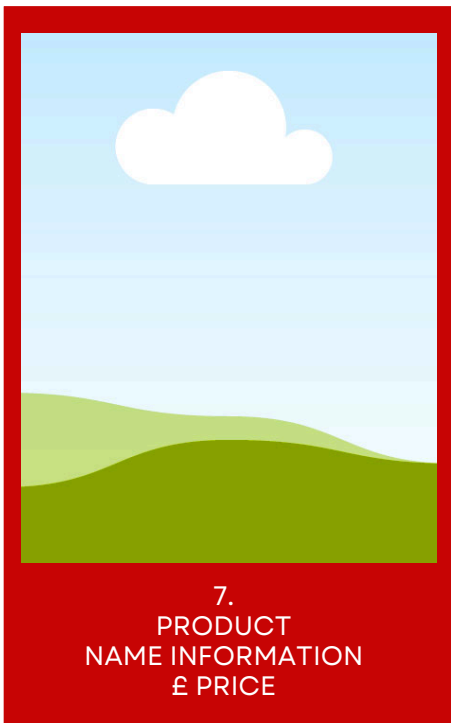
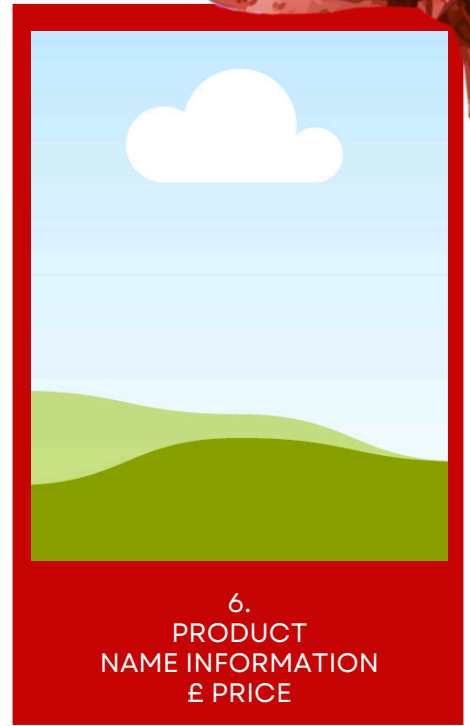
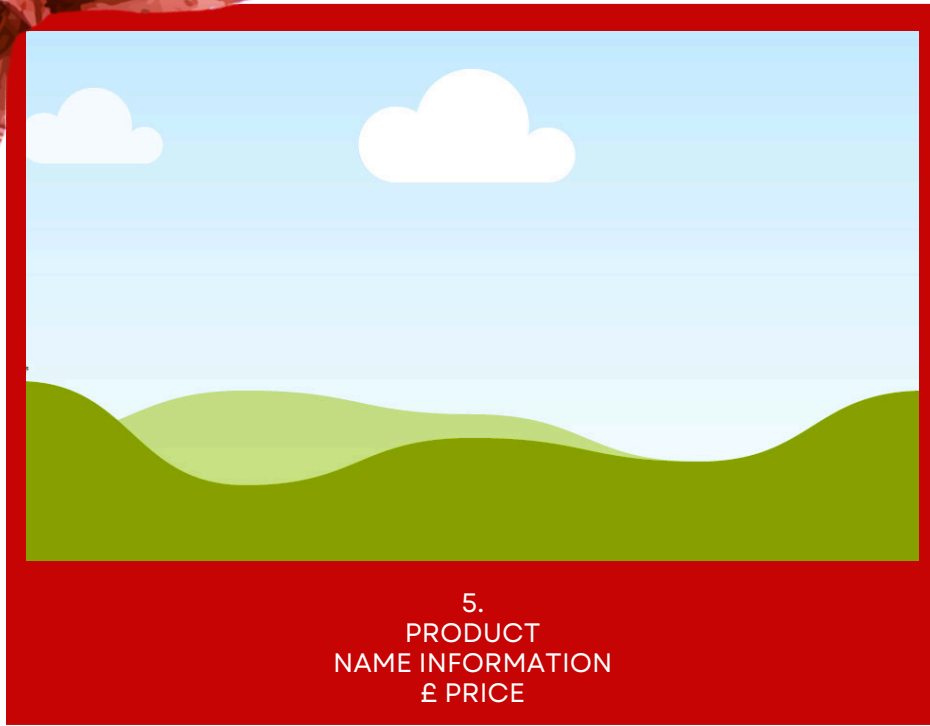
Product LISTING LAYOUTS



Click On Images Or Descriptions
To Open The Listings



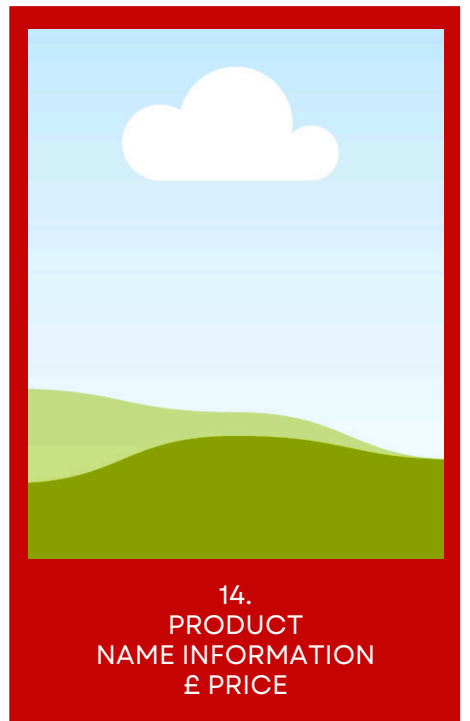
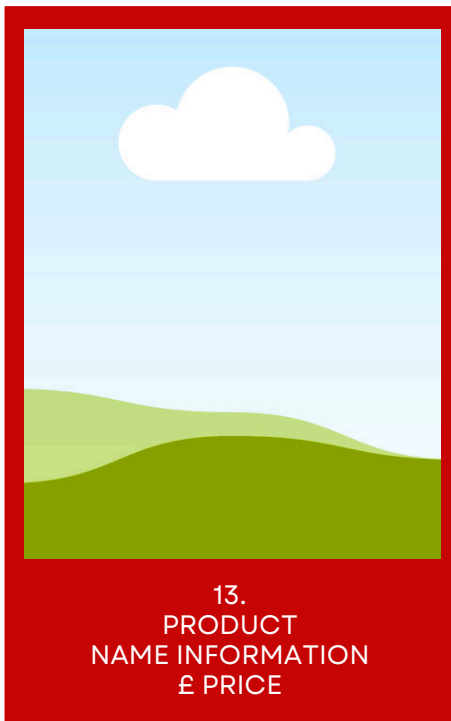
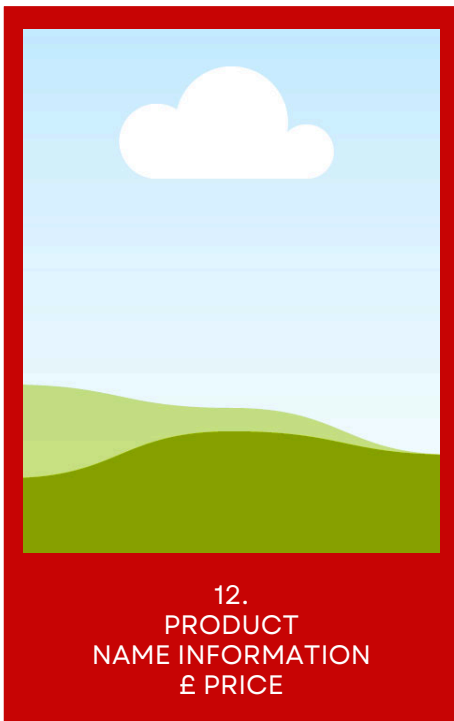
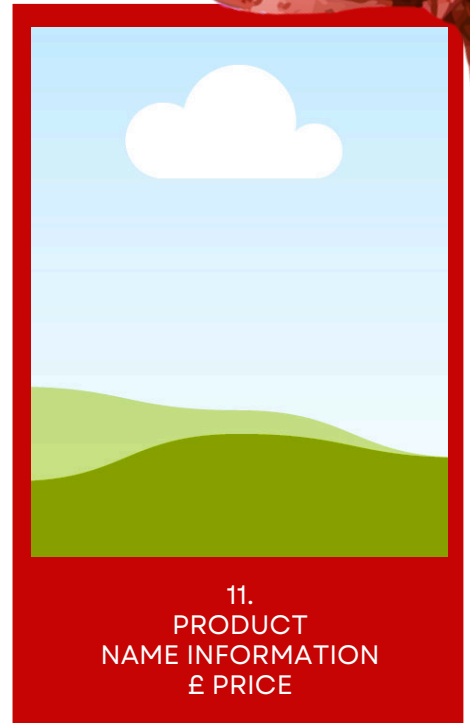
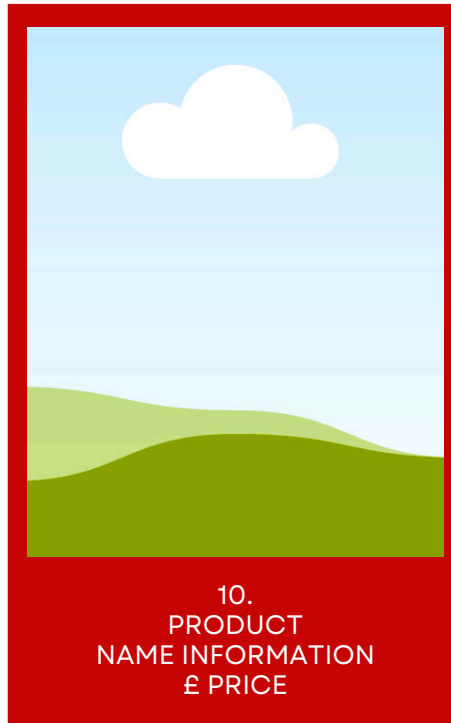
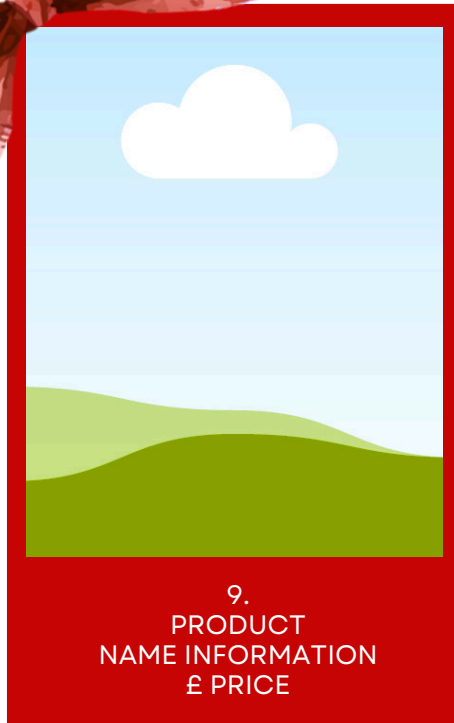
Product LISTING LAYOUTS



AT HOME | DECORATIONS | BABY | KIDS | HER | HIM
FAMILY | PETS | STOCKING FILLERS | SEASONS GREETINGS



Product LISTING LAYOUTS



AT HOME | DECORATIONS | BABY | KIDS | HER | HIM
FAMILY | PETS | STOCKING FILLERS | SEASONS GREETINGS





PRODUCT
NAME INFORMATION
£ PRICE



**Click On Images Or Descriptions
To Open The Listings**





THANK YOU FOR YOUR INTEREST IN:

THE 2024 CHRISTMAS GIFT GUIDE

**TO SECURE A LISTING, PLEASE VISIT THE OFFICIAL
WEB PAGE FOR OUR LISTING REQUEST FORM AND REMEMBER TO
CHECK OUT THE GUIDE'S PROTOTYPE FLIPBOOK TO EXPERIENCE
ALL OF ITS FEATURES IN ACTION:**

WWW.BUSIKIND.CO.UK/2024-CHRISTMAS-GIFT-GUIDE

**PLEASE CONTACT CAROLINE NEVIN SHOULD YOU REQUIRE
ANY FURTHER INFORMATION:**

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THANK YOU