



Print Categories 2010

Each entry can be submitted to ONE Print category only

A01. Food Products

Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, frozen, canned, dried foods, baby foods & baby milk, cream, butter, cheese, eggs, milk, margarine & spreads, diet & health foods, chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, sweet & savoury bars, cakes, biscuits, desserts, sugar, jam, honey, peanut butter, syrup, bread, crispbread, flour, baking ingredients, breakfast cereals, yoghurt & yoghurt drinks, milk desserts, ice cream, flavoured milk

A02. Beverages - Alcoholic & Non-Alcoholic

Beer (incl. non-alcoholic beer), cider, lager, alcopops, wine, champagne, fortified wines, spirits, liqueurs, coffee, tea, chocolate & malt drinks, still & carbonated drinks, fruit & vegetable juices, mineral waters

A03. Home Furnishing, Appliances, Maintenance & Household Products

House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, heaters, air conditioners, lamps, clocks, home security products, smoke detectors, tools, garden tools, machinery & products. Detergents, cleaning products, shoe polish, air fresheners, insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), paint, varnish & wood protectors, adhesives

A04. Consumer Electronics

Televisions, video players, blank audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, radios, home computers, DVD players, personal phone equipment incl. mobile phones & pagers, binoculars

A05. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries

Make-up, skin & nail care products, perfumes, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hair dye, hairspray, gel, mousse, dyes, soap, shower & bath products, sun block & tanning products, hair dryers, hair straighteners, hair curlers, OTC medicines & tablets, vitamins & herbal remedies, diet supplements & products, insect repellents, adhesive plasters, skin remedies, anti-hair loss lotions, condoms, pregnancy tests, other pharmaceutical products, hairbrushes, combs, wigs, toothpastes, toothbrushes, mouthwashes, toilet paper, tampons & sanitary towels, tissues, diapers, razors & shaving products, hair removal products, contact lenses, hearing aids, prescription drugs, contact lenses

A06. Clothing, Footwear & Accessories

Day, evening & nightwear, underwear, tights & stockings, footwear, sportswear, clothing fabrics & sewing materials, jewellery, watches, luggage, handbags, fashion & designer sunglasses & spectacle frames

A07. Miscellaneous

Pet food & pet care products, gifts & greetings cards, pens and personal stationery, tobacco & associated products



A08. Cars & Automotive Services

Including jeeps & 4-wheel drives, Pick-up trucks, vans, lorries, motorbikes, tyres, spare parts, accessories incl. in-car hi-fi, petrol stations, petrol, gasoline, oil, batteries, paint, breakdown & servicing companies, car dealers and car finance & leasing

A09. Retail Outlets, Fast Food Outlets & Restaurants

Department & specialist stores, shopping centres/malls, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, grocery shop, speciality stores, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores and auctions

A10. Sports, Entertainment, Travel & Leisure

Airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes, leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, arts festivals, concerts, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, sports equipment, bicycles, boats & caravans, toys, board games, computer games, PlayStation, X-Box, Game Boy etc., golf & country clubs

A11. Publications & Media

Newspapers, magazines, books, records, CDs, cassettes, DVDs, TV & radio stations, networks & programmes, encyclopaedias & correspondence courses

A12. Financial Products & Services

Banks, building societies, credit unions, credit cards, current & savings accounts, mortgages & loans, investment companies, personal, health & building insurance, car insurance, pension & retirement plans, buildings development & road construction, real estate investment, property development

A13. Business Equipment & Services

Business computers & software, printers, photocopiers, fax machines, business phone equipment, office furniture & stationery, courier services, employment agencies, advertising agencies & production companies, use of advertising, website design, awards competitions

A14. Commercial Public Services

Telecommunications services, internet service providers, yellow pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, ISP's, search engines, portals, etc.

(Please note, where possible, ads for websites should be placed in the relevant product or service category)

A15. Corporate Image

Non-product-based company image, competition & event sponsorship, company mergers, flotations & relocation, TV Programme sponsorship, seasonal greetings

A16. Public Service, Charity & Fundraising

Anti-smoking, anti-drugs, anti-drink-driving, road safety, health, hygiene, Aids awareness, Political & religious messages, unions, associations, special interest groups, environmental awareness, government & forces recruitment, state education, racial, ethnic & disability awareness, sex equality, charities, funds, volunteers, Red Cross, blood & organ donation