



PDA
**ASSOCIATE
PARTNER**
Application Pack

2026

THE PDA

The Painting and Decorating Association (PDA) is the only UK based Government recognised and accredited Trade Association representing our sector.

The PDA has a long and well-respected history of more than 130 years behind it.

Representing the painting and decorating sector in the UK, Scotland and Northern Ireland is something of which we are very proud and is a great achievement for our sector.

The Association ensures that its painter/decorator Members adhere to the highest standards by providing them support with business assistance, legal, health & safety regulations, CPD training, technology, and new products.

Formed back in 1894 as a National Trade Body, we offer a vast array of other services and information, including insurance benefits, legal claims, a counselling service along with various sector specific training plans.

We also work closely with all our Associate Partners to help them promote their range of services and products to our full membership.

We are mutual partners with the British Coatings Federation (BCF) and lobby government on industry related topics on behalf of our professional painter/decorator Members via our membership of the following organisations:

BUILD UK: <https://builduk.org/>

CONSTRUCTION INDUSTRY

JOINT COUNCIL: <https://cijcemployers.co.uk/>

UNIEP: <http://www.uniep.eu>

TAF: <http://www.taforum.org/>



Our membership covers the full range of companies in our industry, ranging from sole trader painters and decorators to SME's and national painting contractors.

Many of these national companies employ hundreds of operatives, with turnovers of more than £100 million per year. By encompassing the broad scope of painting and decorating businesses, the PDA represents thousands of operatives nationwide. www.paintingdecoratingassociation.co.uk

Contents

The PDA	2	Digital Delivers	9
Responsibilities	4	Email Schedules 2026.....	10
Benefits	5	Newsletter.....	11
The Decorator	6 - 7	Contacts.....	12
Rate Card/Print Schedule	8		



Throughout its long heritage as a Trade Association, the PDA has worked collectively as a voice for the painting and decorating trade, forging partnerships across the construction industry and beyond for more than 130 years.

Collaboration is often the key to success – and it starts with creating a space where people and businesses can network, connect and build valuable relationships.

Our Associate Partners have a key role to play in the function of our Association and have access to a range of benefits including opportunities to share their products and services with our members.

The benefits of Associate Partner membership and the points of promotion you can access for your business are set out in this booklet.

To register an interest in becoming a PDA Associate Partner, simply fill in the form on page 11 and return to neil@paintingdecoratingassociation.co.uk I will then contact you directly to discuss further.

We look forward to welcoming you into Associate Partner membership.

Neil Ogilvie,

Chief Executive, PDA

Responsibilities



As a PDA Associate Partner, we ask you to provide appropriate content for the various platforms on which we will showcase your business, products and services.

We also ask that you consider engaging with any networking or collaboration opportunities that we offer.

You will be provided with a PDA Associate Partner logo for use on stationery, websites and digital platforms. This is not for use on products, although options for this can be discussed.

The PDA Associate logo should be included somewhere on your company website with an embedded link to **www.paintingdecoratingassociation.co.uk** for the duration of your PDA Associate Partner membership.

What are the Benefits?



PDA Associate Partners are the hub of our community. They benefit from regular opportunities to engage with PDA member firms, all of whom measure up to high standards of professionalism and quality, to advance opportunities in their own business and build their profile in the industry.

GAIN ACCESS

Thousands of people work under the membership umbrella of the PDA. Gain access to painting and decorating operatives and businesses from sole traders and SMEs to some of the UK's largest national painting contractors.

COMPANY PROFILE

The PDA has invested in a new website, which provides enhanced opportunities for Associate Partners to showcase their business, with a full company profile, imagery and branding all able to be displayed on their own individual landing page.

SELF-PROMOTION

Promote your offers through our email communications to our members. Two free insertions on our regular e-news to the PDA members are included per year.

Additional sole advertising e-shots at a discounted cost of £200.00 +VAT each.

CERTIFICATE

Receive a PDA certificate of membership to use in your offices, marketing and public relations.

DELIVER ADVICE

Get in front of our members with the opportunity to deliver technical support, CPD training and advice.

DISPLAY YOUR BANNER

Display your company banner advert on our membership website 8 weeks of the year. Additional banners cost £200.00+VAT each.

WEBSITE NEWS

Display your company information on the Latest Industry News section on our website. www.paintingdecoratingassociation.co.uk

SOCIAL MEDIA

Opportunity for offers and news promotion via our popular social media platforms.

MAGAZINE FEATURE

Enjoy a 200-word company welcome feature in both the printed and website online version of the Associations quarterly magazine. Advertising is available within.

MEETINGS

A yearly meeting with the PDA Chief Executive to collaborate on future initiatives and joint ventures.

NETWORK EVENTS

Receive preferential sponsorship opportunities to connect with our members at events such as our Premier Trophy Awards, Apprentice competitions and National Networking events.

USE OUR TRADEMARK

All Associate Partners can use the PDA recognised Trademark, with the phrase 'Associate Partner' on their company website and company literature, giving extra credibility and instant brand recognition with the Association. The specific 'Associate Partner' logo can also be used on packaging (although not on actual products) if desired. The official standalone PDA logo can only be used by companies that have had their products endorsed or accredited by the PDA.

TRAINING

Participate in our 3 per year, Education & Training Committees, & 3 per year Health & Safety and Environmental Committees.

GET IN TOUCH

Associate Partners can feature in our quarterly hard copy journal, The Decorator magazine. Promote your new products feature in our toolUP section. Partners also benefit from preferential advertising. The magazine is available to view online at www.the-decorator.co.uk

SEMINARS

An opportunity to present your business to our members at our national networking business seminar.

Overview

The Decorator is our quarterly magazine, delivered in print to our members and available online at the-decorator.co.uk

As part of your membership, we will ask for 200–250-words about your company and its services. This is for the PDA Welcomes New Associate Member section of The Decorator.

New products can be displayed in the back of the publication in the toolUP/ Latest Products section free of charge.

Individual paged advertising is available at a separate cost.



THE DECORATOR
The official journal of the Painting and Decorating Association

The magazine for the Painting and Decorating sector
www.the-decorator.co.uk

The Decorator is the official journal of the Painting and Decorating Association (PDA). This is the largest organisation in the country representing professional painting and decorating trade employers – from sole entrepreneurs to national contractors.

The magazine is mailed direct to named members of the PDA, supported by an online edition, and promoted through social media, The Decorator website and the PDA's website and regular newsletter.

The magazine continues to build on its strengths and has been shortlisted twice for the prestigious Trade Association Magazine of the Year.

Case studies from major manufacturers and PDA Members

ADVICE 1234567890
TOOL UP 1234567890
NEWS AND EVENTS FROM THE PDA

TOP TIPS FOR PAINTERS

TOP TIPS FOR DECORATORS

IN APPEALING SUBJECT MATTER

Education and Training

Full colour throughout, the magazine is packed with relevant information for the professional decorator.

We welcome features on technical application, decorating techniques and topical issues of interest to the professional painter and decorator.

The Journal has a circulation of 1,800 distributed to PDA Member firms employing over 14,000 individuals in the sector.

Each issue is also available to view online and includes desktop links, email and phone numbers to help drive traffic to your business.

Publication Contact: **Catherine Saint**
e. catherine@the-decorator.co.uk m. 07941 590183
f. [TheDecoratorMag](https://www.facebook.com/TheDecoratorMag) i. [the-decorator-mag](https://www.instagram.com/the-decorator-mag)



THE DECORATOR

Readers of The Decorator are painting and decorating industry professionals who want to know the latest trends and products available.

The Decorator magazine is delivered directly to every member of The Painting and Decorating Association, plus further education colleges, P&D Departments and online.

Editorial topics covered in every issue include:

- ▶ Decorating trends and case studies
- ▶ New products and services
- ▶ Legislation for the sector
- ▶ Small business and contractor matters
- ▶ Health and safety advice
- ▶ PDA membership benefits
- ▶ Educational opportunities, apprenticeships and refresher training
- ▶ How-to articles
- ▶ Marketing and social media advice

For advertising rates or a full Media Information Pack, visit the-decorator.co.uk or contact the Editor, Catherine Saint: catherine@the-decorator.co.uk



Associate Partner



Print schedule

2026	Spring	Summer	Autumn	Winter
Editorial deadline	Tuesday 10 March	Tuesday 23 June	Tuesday 22 September	Tuesday 1 December
Distribution from	Early April	Mid July	Mid October	End December

Rate Card - The Decorator Magazine - 2026

Quarterly journal of the Painting and Decorating Association –
Four feature filled magazines per year

Spring – Summer – Autumn – Winter

Advert & Advertorial

1 Insertion

2-3 Insertions

4-6 Insertions

Double Page

1500

1300

1100

Full Page

850

750

650

Half Page

550

450

400

Quarter Page

350

300

250

Special Position Rates

Inside Front Cover & Inside Back Cover (full page only):
add premium charge of £100 to the above rates.

Copy inclusion request - £85 per picture charge - Subject to discretion

Digital Delivers

From social engagement and website profiles to e-newsletters and homepage ads, we offer a comprehensive promotional package to all our Associate Partners.

We will create a website landing page for you under our Associate Partners tab in the Members Hub. You can add on here whatever information you require, live links, website details, telephone numbers, contacts etc.

We will provide you with a PDA Associate Partner logo. This should be placed on your website with a 'Click Back' link to www.paintingdecoratingassociation.co.uk

You can display one free website homepage banner advert per year. This will remain on the site for two months. Others can be purchased at a separate cost.





The UK's largest, non-profit, trade association dedicated to the painting and decorating sector

EMAIL SCHEDULES 2026

SOLUS E-SHOTS

MAIL OUT DATE	MAIL OUT DATE
6 January 2026	7 July 2026
20 January 2026	21 July 2026
3 February 2026	4 August 2026
17 February 2026	18 August 2026
3 March 2026	1 September 2026
17 March 2026	15 September 2026
31 March 2026	29 September 2026
14 April 2026	13 October 2026
28 April 2026	27 October 2026
12 May 2026	10 November 2026
26 May 2026	24 November 2026
9 June 2026	8 December 2026
23 June 2026	

PDA NEWSLETTERS

MAIL OUT DATE	MAIL OUT DATE
2 January 2026	30 June 2026
13 January 2026	14 July 2026
27 January 2026	28 July 2026
10 February 2026	11 August 2026
24 February 2026	25 August 2026
10 March 2026	8 September 2026
24 March 2026	22 September 2026
7 April 2026	6 October 2026
21 April 2026	20 October 2026
5 May 2026	3 November 2026
19 May 2026	17 November 2026
2 June 2026	1 December 2026
16 June 2026	15 December 2026

**Provisionally booked*

To book a slot please email ruth@empathicvisions.co.uk

Any bookings requiring a PO for invoicing must be accompanied with the PO

COPY DEADLINE: one week prior to mail out date

Newsletters and E-Shots



REACH OUR MEMBERSHIP

Our fortnightly **PDA member e-newsletter** goes out to the full PDA membership. You can access **two free insertions per year**.

Sole advertising E-shots are available at a discounted cost of **£200.00 + VAT**. The booking dates are flexible to accommodate events. Extra dates available on request.

You can also access free posts on our social media channels.



To book a slot please email ruth@empathicvisions.co.uk

Any bookings requiring a PO for invoicing must be accompanied with the PO

COPY DEADLINE: one week prior to mail out date

Newsletters and e-shots can be created using provided copy and images or supplied HTML

A draft will be provided for approval before mail out

PDA Associate Partner Contacts



NAME	EMAIL	AREA OF WORK
MAIN POINT OF CONTACT		
Neil Ogilvie	neil@paintingdecoratingassociation.co.uk	PDA CEO
Catherine Saint	Magazine - catherine@the-decorator.co.uk General contact - catherine.saint@yahoo.co.uk	The Decorator Publisher, & Advertising
Ruth Elding	ruth@empathicvisions.co.uk	Social media platforms, e-newsletters and e-shots, Website updates
Jane Shepherd	jane@shepherd-pr.com	PDA Public Relations & Marketing
Maya Ings	maya@shepherd-pr.com	As above, plus video & filming work
Sam Leaper	sam@paintingdecoratingassociation.co.uk	Admin, Website & Membership Officer PDA Website updates
Yvonne Dominey-Tay	yvonne@paintingdecoratingassociation.co.uk	Events & Administration Manager
Denice Harper	denice@paintingdecoratingassociation.co.uk	Membership Services Manager
Kerrie McKenna	kerrie@paintingdecoratingassociation.co.uk	Administration Assistant PDA Merchandise

SPONSORSHIP

Throughout the year, the PDA hosts a series of events and activities that fly the flag for excellence within the trade.

Associate Partners have the opportunity to showcase their support for the sector through sponsorship of these events, with sponsors receiving rewards for their on-going support.

Our sponsorship opportunities include:

PREMIER TROPHY AWARDS



MAIN SPONSOR, LOYAL SPONSOR, SILVER SPONSOR

Gala Dinner

Champagne Reception,
Live Entertainment, Table Gift,
Dinner Menu



For full sponsorship details, prices and rewards,
contact Yvonne Dominey-Tay at:
yvonne@paintingdecoratingassociation.co.uk

PAINTING AND DECORATING ASSOCIATION

 +44 (0) 2476 353 776

 info@paintingdecoratingassociation.co.uk

