

*From Directory to Digital Partner*

<sup>®</sup>  
**KAYS**



2026 Digital Welcome Pack

The Essential Resource For The Film & TV Industry

# Welcome

For over four decades, Kays has been a trusted resource at the heart of the UK's film and television industry. Founded by Bernard Kay and still led by the same dedicated team, we've built our reputation on accuracy, reliability and a genuine understanding of how this industry works.

For many years, the KAYS® Production Manual was the go-to reference for suppliers, freelancers and production teams across the country. As the industry has evolved, so have we. Today, the same carefully verified information that once featured in the book now powers our digital platforms - the KAYS® App and the KAYS® website - giving the industry instant access to the most up-to-date production data available.

From our base at Pinewood Studios, with additional support from our

west London office, our friendly and efficient team continues to keep every listing accurate, responsive and reflective of the real working world of production. Whether you're a long-standing advertiser or new to Kays, our aim is simple, to give your company clear visibility and connect you directly with the people who need your services.

This welcome pack introduces the key features of your digital presence with us - from profile pages and banners to email campaigns and artwork specifications. We hope it gives you a clear, useful overview of how Kays supports your business and helps you get the most from your listing.

However, if you need assistance, you'll always find a real person here to help.

**Welcome to the next chapter of KAYS®.**

# Who we are

**A friendly team with decades of experience at the heart of UK production.**

Guided by the same management team that founded the company in 1981, Kays has grown from a single production manual to a modern digital resource trusted by productions, suppliers and freelancers across the UK. Throughout every stage of our evolution, one thing has remained constant: our commitment to accuracy, reliability and genuine industry intelligence.

Immersed in the film and television industry, our dedicated team at Pinewood Studios work year-round to ensure every listing is current, verified and reflective of real industry activity. Led by Managing Director Jayne Hatfield, the team combines long-standing expertise with a friendly, personal approach that our clients value.

Whether you are an established advertiser or working with us for the first time, we are here to support you. From updating your profile to helping you make the most of your digital presence, the Kays team is always available to ensure your company is represented clearly and professionally across the KAYS® App and website.



# Our Platform

The Kays platform brings your company information, advertising and promotional activity together across the KAYS® App and website. Each element is designed to showcase your business clearly and make it easy for productions to find, view and contact you. Advertisers can choose from a range of profile options, banner and pop-up advertisements, and targeted marketing campaigns that work together to maximise visibility across the platform.



## KAYS® App & Website

With over 10,000 UK company listings and 15,000 freelancers, Kays offers a unique and comprehensive reference source used throughout the industry. Whether in the studio or out on location,

productions can effortlessly search our extensive database by category, company name, location, or keyword for immediate access to the facilities, services, or freelancers they are looking for.



## Advertising

Options include **Elite** and **Enhanced** profile pages, positioned above standard listings for increased visibility. **Pop-up** advertisements on the KAYS® App and **banner** advertisements on the KAYS® website are also available.



## Email Marketing

Targeted exposure delivered straight to production teams. Options include "Take A Look At" email campaigns featuring a selection of non-competing companies, or your own bespoke email campaign with links that drive traffic directly to your website.

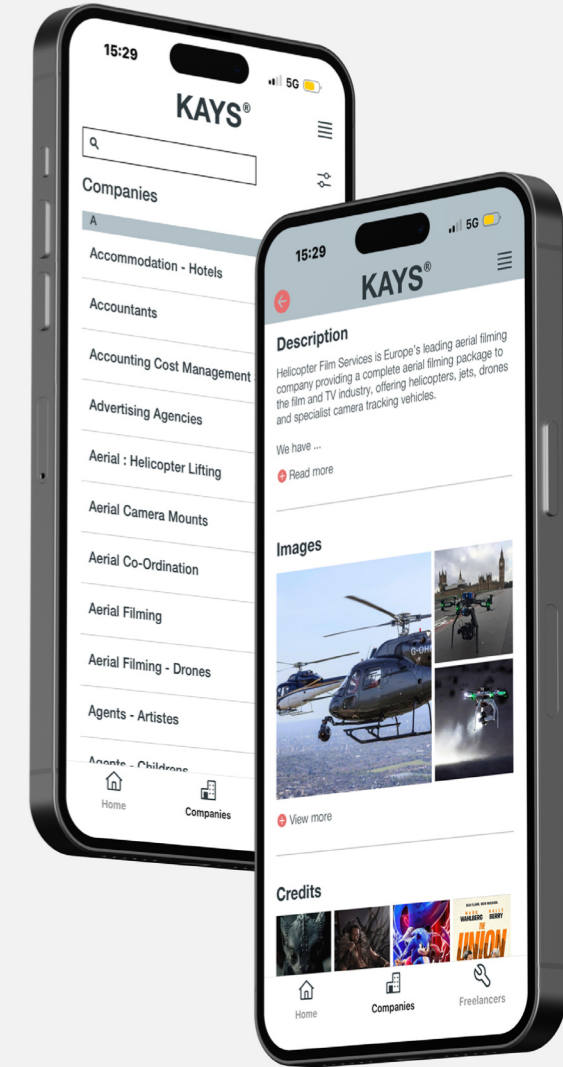
# Kays App

**The film & TV production industry all in one place, conveniently in the palm of your hand.**

The KAYS® App brings the entire UK production landscape together in a fast, accessible mobile platform for iOS and Android. Designed for ease of use, it puts thousands of verified companies and freelancers at your fingertips, with instant access to contact details, credits, showreels and more. Whether on set, on location, or on the move, the app gives members a reliable way to find exactly who or what they need in seconds.

For advertisers, the app is a powerful showcase. Your company appears in a clean, purpose-built interface where decision-makers spend most of their time searching. Your contact details, website link and profile content are presented clearly and professionally, making it effortless for productions to reach you via tap-to-email or direct call.

Elite and Enhanced packages include high-visibility placement within the KAYS® App, with profile pages displayed prominently at the top of relevant searches. Pop-up advertisements are also available.



**Download the KAYS® App**



Download on the  
**App Store**



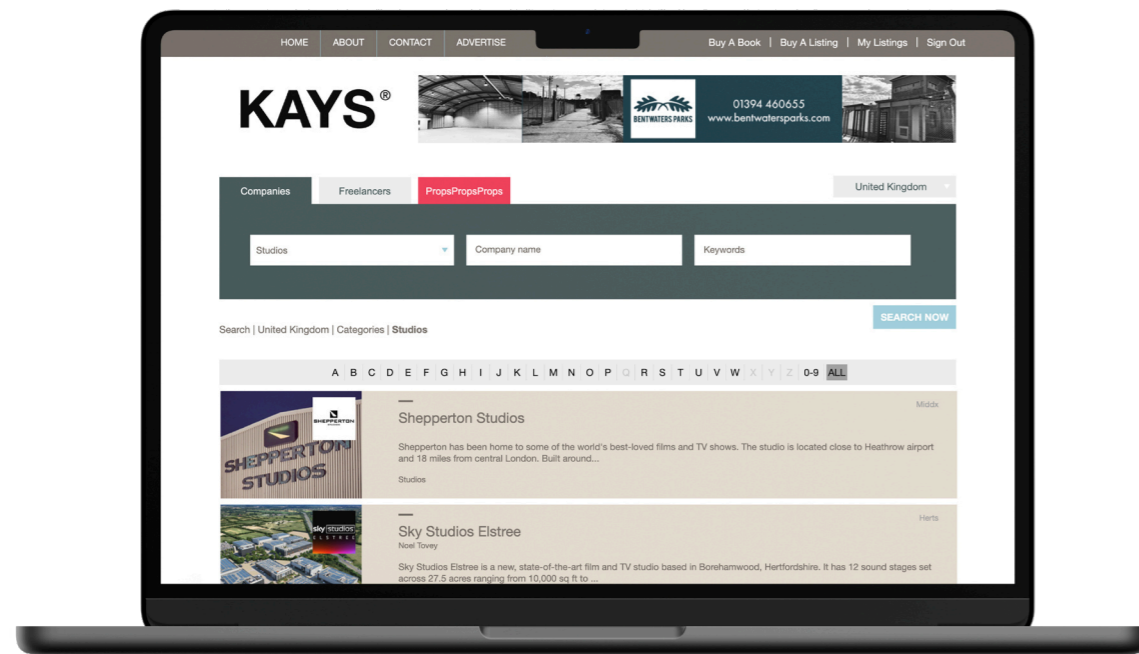
GET IT ON  
**Google Play**

# Kays Website

A clear, searchable digital resource where companies and crew connect.

The KAYS® website offers a straightforward way for companies and freelancers to find each other, with simple A to Z categories and fast keyword searching. Users can browse detailed profiles that include company descriptions, credits, images, showreels, and website links, and can send direct user-to-user messages once logged in. The website presents your information clearly, making it easy for productions and crew to review your work and contact you.

Advertisers can manage their own profile pages, updating content, images, credits, and descriptions at any time. Kays team is always available to help with creative or editorial support when needed. Banner advertisements appear at the top of category searches across the site, offering additional visibility. All profile content and contact information is consistently checked and verified to ensure accuracy across the platform.



# Email Marketing

Targeted campaigns that connect your business with the right people.

## 'Take A Look At' Campaigns

These campaigns are targeted to a specific sector of the industry and feature a small selection of non-competing companies. Each company benefits from clear branding and live links back to their own website, giving enhanced visibility and engagement.

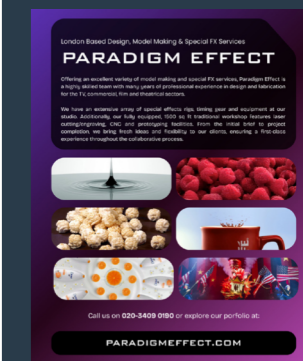
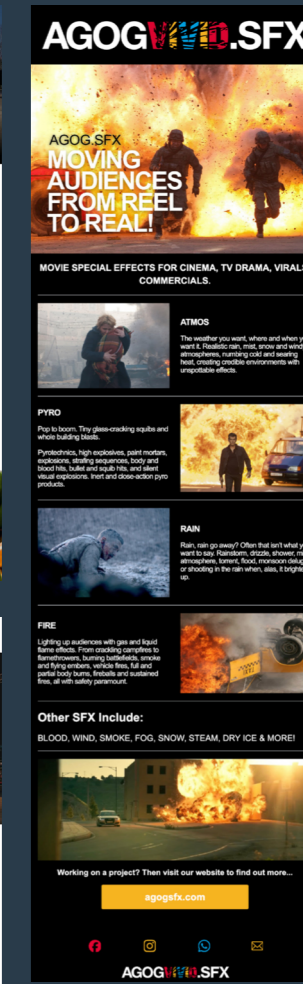
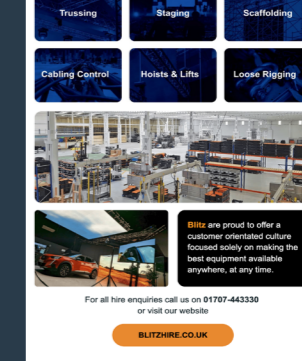
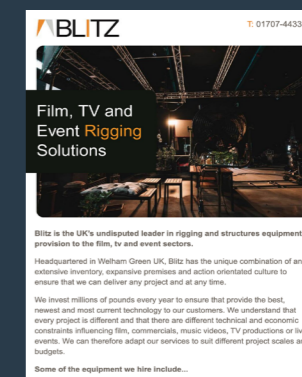
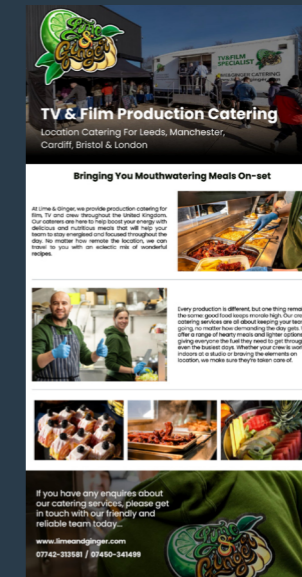
## Bespoke Email Campaigns

A bespoke email campaign focuses on a single advertiser and is sent to all relevant sectors of the industry, making it ideal for major announcements, new services, or reinforcing your presence within the industry. The email includes your chosen content and imagery, together with live web links. This focused approach allows you to connect directly with your ideal audience and generate meaningful, high-value leads. Open-rate and click-through statistics are available for email delivery.

Postal campaigns are also available.

## Support and Guidance

Advertisers can supply their own assets or provide a Mailchimp template if preferred. The Kays team is also on hand to help shape the message, refine content and advise on layout to ensure each email presents your business clearly and professionally for the best possible outcome.





## Bentwaters Parks

Suffolk, United Kingdom

### ABOUT

#### A Piece Of Modern History

Bentwaters Parks is a family-owned business situated on the site of a former United States Air Force base, covering approximately 1,000 acres of Suffolk countryside.

The site encompasses a variety of landscapes, unique military buildings and a 40-acre enterprise park, providing excellent locations for the film and TV industry. There is a diverse range of buildings, from individual service offices to 3,000 sq metre warehouses, as well as large hardened aircraft shelters and secure bunkers once used for weapons storage during the Cold War.

Bentwaters Parks offers numerous filming opportunities against the backdrop of a well-maintained and efficiently managed site, with 24-hour security and on-site amenities.

SEND MESSAGE

### Contact Information

**Address**  
The Control Tower  
Bentwaters Parks  
Rendlesham  
Woodbridge  
Suffolk  
IP12 2TW  
United Kingdom

**Contact:** Sarah Brown  
**Phone:** 01394-460655  
**Mobile:** 07970-240847  
**Website:** [www.bentwatersparks.com](http://www.bentwatersparks.com)



**Categories** ▾  
Locations  
Studios  
Studios - Build Space

### PHOTOS



### SHOWREELS



**Showcase the best of your business on your Kays profile page.**

**Logo:** Your logo appears across the Kays platform.

**Hero Banner:** Add a photographic header to make your profile visually engaging.

**Description:** A clear overview of who you are and the services you provide.

**Sustainability:** How you help to support a more sustainable future.

**Contact Details:** Displayed for users, including links to your social media.

**Website Address:** Live link directing users straight to your company site.

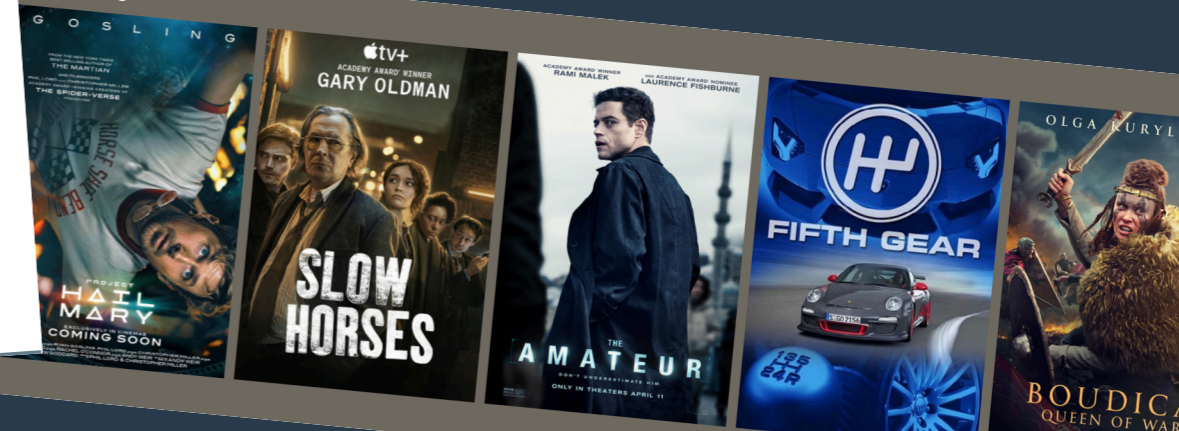
**Categories:** Choose 3 categories that best represent your services, so users can find you quickly.

**Photos:** Display up to 50 high-quality images to showcase your work products.

**Showreels:** Embed YouTube or Vimeo videos.

**Credits:** List 50 of your latest production credits, giving users confidence in your experience.

### CREDITS



# Advertising Rates

Kays offers a clear set of advertising options so you can choose the level of presence that suits your business. From simple line listings to premium profile pages that appear at the top of search results, each package is designed to help productions and crew find your services quickly and easily.

## Elite Profile Pages

Elite profiles appear A-Z at the very top of searches on the KAYS® App and website. They include a full company business description with contact details, a website link, a gallery, showreels, and credits - visible across three relevant categories.

Elite packages also include a rotating category banner and the option to feature in a KAYS® “Take A Look At” email campaign.

**£2,500**

## Enhanced Profile Pages

Enhanced profiles sit below the Elite profiles and include the same company content. This package also includes the option to feature in a KAYS® “Take A Look At” email campaign.

**£1,500**

*“From search to solutions”*

*“From listings to intelligence”*

## Additional Advertising Options

### Banner advertisements

These banners rotate at the top of your relevant category pages on the KAYS® website. They are included as part of the Elite profile package and are available at an additional cost for Enhanced profiles.

**£500**

### Pop-up advertisements

Pop-ups appear as the opening page of a category on KAYS® App and offer high-impact visibility.

**£1,000 per category**

### Email Marketing

Bespoke email or postal marketing campaigns are also available for clients who want full control over their marketing message.

**£500**

### Line Listings

Appear alphabetically below Elite and Enhanced profiles.

**Company Listings** - £100 each

Contain the company name, telephone number, address, and contact name.

**Freelancer Listings** - £40 each

Contain name, telephone number, and credits.

# Creative Spec

## Artwork Specification

### App Pop-Up Advert

640px x 900px

Recommended: large, clear text suitable for mobile devices.

### Website Banner Advert

875px x 110px

## Profile Pages

### Hero Banner

1366px x 500px

### Showreels

Embed YouTube or Vimeo

### Search Box

500px x 500px

### Photographic Images

No larger than 600KB

### Logo

200px x 200px

**Please Note: Files should be provided as JPG**

If you are too busy, or it's just not your thing, don't worry! To get things started, we can visit your website to gather assets and use our in-house team for your artwork needs.

# FAQs

## How Long Does Your Advertising Last?

Your company profile on Kays stays live for a full 12 months, giving your business year-round visibility. You also have 12 months to take part in a Kays “Take A Look At” mailshot. This gives you the time to identify and reach your ideal target audience with confidence, refining your messaging and ensuring your mailing delivers maximum impact.

## How Quickly Does My Profile Go Live?

Straight away, once we have the assets and content. These can be taken from your own website to get things started, you will always have the option to continually refine your profile.

## Can I Include My Own Social Media Links?

Absolutely. You can feature your social media links on your profile, giving you extra ways to share your content and connect with your audience.

## Can I Update My Profile Myself?

You will have complete access to your profile, allowing you to update content, refresh imagery, and share the latest news to keep your audience fully engaged. Whenever you need support, the Kays team is always on hand to assist and advise.

## How Do I Pay For My Advertising?

Pay for your marketing either 30 days from the invoice date, or as an ongoing monthly subscription (minimum 12 month period)

# Kays Art Department Diary 2027 Edition

**KAYS 2027 Art Department Year Book is the essential contact guide for art department within the UK film and TV industry.**

The directory section contains thousands of extensively researched and updated listings, including suppliers of all types of props, costumes,

construction, modelmaking, action vehicles, drapes, transport, special and visual FX as well as a full range of freelancers.

In addition to this, the back features a useful desk diary, one week to view.

## Artwork Specification

**Full Page**      210mm x 260mm      **£5,880**

*(Please include an additional 5mm bleed space around all four sides of the copy)*

**Half Page**      175mm x 106mm      **£4,350**

**Half Page**      85mm x 218mm      **£4,350**

**Quarter Page**      85mm x 106mm      **£3,100**

**Eighth Page**      85mm x 50mm      **£2,150**

**Files supplied as hi-res, CMYK pdf's  
or 300dpi, CMYK jpeg's**

**Artwork required no later than  
30th September 2026**





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