

KEEP IT
LOCAL!

BEACONSFIELD
Local

&

AMERSHAM
& CHALFONTS
Local

Media Pack 2019

Benefits to Advertisers

Rates & Discounts

BENEFITS TO ADVERTISERS

IT WORKS - TRIED AND TESTED

Our magazines are widely read and used by local residents. Most of our advertisers appear month after month because of the business it generates for them.

PRICE

Our magazines represents incredible value if your target market includes the covered areas.

THE PUBLICATION IS TRULY LOCAL

There is strong evidence that truly local services are preferred by the majority of the UK population.

LONGEVITY

Our magazine is not thrown away each week like a local newspaper. People keep it as a reference for two months for Beaconsfield and Amersham.

QUALITY FORMAT

Our magazine is A5, full colour, has a very high standard of print and production and utilises 100 gsm gloss paper throughout.

INTERESTING ARTICLES AND FEATURES

Our publication is contains many interesting articles and features as well as local trades and services

NEW BUSINESS

The magazine offers the perfect opportunity for businesses to introduce themselves, not only to regular readers but also to new residents, who might have no local knowledge.



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FRONT COVER ADVERTS

Enquire for details.

BEAUCONSFIELD LOCAL & AMERSHAM & CHALFONT'S LOCAL	ONE ISSUE	SIX MONTHS 5% DISCOUNT	FULL YEAR 10% DISCOUNT
EIGHTH PAGE* (per issue)	N/A	£38.00	£34.20
QUARTER PAGE (per issue)	£70.00	£66.50	£63.00
HALF PAGE (per issue)	£130.00	£123.50	£117.00
FULL PAGE (per issue)	£200.00	£190.00	£180.00
INSIDE FRONT COVER (per issue)	£230.00	£218.50	£207.00
PAGE 3 (per issue)	£230.00	£218.50	£207.00
INSIDE BACK COVER (per issue)	£230.00	£218.50	£207.00
BACK COVER (per issue)	£250.00	£237.00	£225.00

*minimum 3 month booking

ADVERT DESIGN

If you don't have an advert already we offer a full graphic design service at the following cost:

Eighth Page: £10.00
 Quarter Page: £12.00
 Half Page: £15.00
 Full Page: £25.00

Any advert amendments charged at £8.00

BOOKING DETAILS

If you book in both bi-monthly magazines we will give you a further 5% discount on the total booking price.

PAYMENT OPTIONS

Direct Debit
 BACS

LEAFLET DISTRIBUTION

From £40.00 per 1,000
 (minimum, 4,000 maximum 15,000)
 Distributed with the magazines.

DISTRIBUTION

Beaconsfield Local is a **bi-monthly** magazine and is distributed to **8,000** homes and businesses and some are left at pick-up points in the area.

Amersham Local is also **bi-monthly** and is distributed to **8,000** homes and businesses and left at pick up points in the area.



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ARTWORK & DIMENSIONS

I WANT TO ADVERTISE WHAT DO I NEED TO DO NOW?

- 1 You need to pre-book your space as soon as possible either by calling us on **07786 735711** or emailing **marketing@beaconsfieldlocal.co.uk**
- 2 You should send your advert to us as an electronic file (pdf, jpeg or tiff).
- 3 If you need your advert designed we can provide a professional graphic design service at a very reasonable cost (see next page)
- 4 We will send you a proof for your approval. Payment for your first advert should be made prior to deadline.

COPY DEADLINE

Advertising copy and editorial is required no later than the 10th of the month prior to publication. **This could change subject to public holidays.*

ADVERT SIZING (width x height mm)	
FRONT COVER	42 x 28
EIGHTH PAGE	63 x 43
QUARTER PAGE (V)	63 x 90
QUARTER PAGE (H)	130 x 43
HALF PAGE (V)	63 x 184
HALF PAGE (H)	130 x 90
FULL PAGE	148 x 210
BACK COVER	148 x 210
DOUBLE PAGE SPREAD	296 X 210

Back cover, full page and double page spread adverts to include an additional 3mm bleed on all edges

All artwork supplied to us is accepted on the condition that permission has been obtained by the advertiser from the copyright owner(s) for use in Beaconsfield Local and Amersham & Chalfonts Local. Adverts are accepted on the understanding that descriptions of goods and services are fair and accurate.



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