



MiniMagazines

# Wheathampstead Gustard Wood and Blackmore End



# Media Pack

# MiniMagazines - Wheathampstead

Wheathampstead is a wealthy area in the midst of Hertfordshire where 29%\* of the population are successful professionals compared to the national average of 8.4% and 17% of those employed are managers or directors, also above the national average of only 10%. An impressive 97% of residents say that Wheathampstead is a good place to live - therefore happy professionals with disposable income - possibly your ideal customer.

## Why MiniMagazines?

- Hand delivered to homes in Wheathampstead, Gustard Wood and Blackmore End
- It's a mini magazine - easy to handle easy to keep
- Full colour glossy magazine – attractive to look at
- Good quality informative and local editorial - good to read and re-read across the month
- Relevant advertising from relevant business a great reason to keep the current magazine for reference
- Local image for every front page every month - local attraction ensures local attention
- Local residents are invited to send in their news and comments about local issues and causes
- MiniMagazines will help to promote local events – adding interest to events
- MiniMagazines will publish a What's On section keeping local people up to date with what's on in their local and surrounding areas
- Very cost effective advertising rates – attractive and affordable way to promote your business - group rates available on request
- Advertorial and sponsorship pages available subject to cost and availability - helping to promote your business with further editorial descriptions or front page mentions

\*Source local government statistics and ward review 2013

# Rates and Specials...

- Full page £120 per issue
- 1/2 page £63 per issue
- 1/4 page £40 per issue
- 1/8 page £25 per issue
- Inside front by arrangement
- Back page by arrangement

## Special promotions

Front and full page sponsorship £158 per issue

Other sponsorship, specials and guaranteed positions subject to availability

## Notes

- All rates based on minimum 6 month booking and payment prior to publication.
- Advertisements booked for shorter periods may be subject to a cost loading of 25%.
- All advertisements are subject to MiniMagazines terms and conditions as published and amended from time to time on our web site [www.minimagazines.co.uk](http://www.minimagazines.co.uk) and advertisers are responsible for making themselves familiar with these terms.
- MiniMagazines reserves the right to charge 5% interest against invoices and accounts that are not settled on time.

## Contact us

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MiniMagazines & Brochures

01582 842052 [www.minimagazines.co.uk](http://www.minimagazines.co.uk)

# ADVERTISING SPECIFICATIONS

## Ad Sizes

|              |                            |                    |                            |
|--------------|----------------------------|--------------------|----------------------------|
| Full Page    | 144 mm wide<br>216 mm high | Full Bleed         | 171 mm wide<br>246 mm high |
| Half Page    | 144 mm wide<br>106 mm high | Vertical Half Page | 70 mm wide<br>216 mm high  |
| Quarter Page | 70 mm wide<br>106 mm high  | Eighth Page        | 70 mm wide<br>51 mm high   |

## File Types

File types either PDF or JPEG highest resolution possible

## Picture File Formats

TIFF, EPS or JPEG

Illustrator files: make sure colours set to CMYK

## Editorial Copy

Accepted by arrangement

## Advert Copy Instructions

Make sure your instructions are clear and easy to read. Let us know your preferred layout, subject to copy receipt by the appropriate deadline. We will supply one proof by email. [info@minimagazines.co.uk](mailto:info@minimagazines.co.uk)