

# COMMUNITY MAGAZINE SE20

THE INDEPENDENT DIRECTORY SERVING THE RESIDENTS OF ANERLEY & PENGE

## Media Pack

### Benefits to advertisers

- Dozens of new people move into the SE20 area EVERY WEEK. In many cases they are totally new to the area and have no local knowledge. They are looking for guidance and the Magazine offers the perfect opportunity for businesses to advertise themselves in front of these new potential customers.
- **It works.** The Magazine is very widely read and used by the residents of the area. Most of our advertisers appear month after month – because the Magazine works and generates business for them.
- **Price.** The Magazine represents incredible value if your target market includes the residents of SE20. **You can get coverage for a whole year (12 issues) for less than the cost of one week in the free Newspapers**
- **It is truly local.** All advertisers operate in or close to the area. There is strong evidence that truly local services are preferred by the majority of the UK population.
- **Longevity** – it isn't thrown away each week like a local newspaper. People keep it as a reference for the whole month.
- **No VAT.** The price you see is the price you pay – unlike most publications where an extra 17.5% is added to the bill. This is because we are a small independently run business.
- **Quality.** The Magazine has a very high standard of print and production. All artwork is professionally finished to ensure that you look your best and that your company is proud to be featured and associated with a high quality publication.
- **Environmentally Friendly.** We are very aware of the need to look after our environment. Consequently, we use an environmentally friendly printer, this allows us to produce the magazine using vegetable based ink and print onto recycled paper or paper from sustainable sources. Our printer also plants trees via a charity to offset the carbon produced during printing.
- **Editorial opportunities.** Advertisers can be featured in their own two-page editorial spread. This gives them a depth of coverage that is normally only available at huge expense in other publications.
- The Magazine represents a most effective way for business's serving the local area to market themselves to the residents of the area.

**Contact: Belinda**

**22 Ashleigh Road, Anerley London SE20 7YW**

**Tel. 020 8659 7240**

**SE20MAG@aol.com**

## Distribution

- The Magazine is published and distributed monthly, during the first week of the month
- **It is delivered to over 2500 homes** in and around Anerley & Penge - guaranteed.
- **In addition a further 500** are distributed through businesses, local community groups, churches, pubs, adult education centre, clinics etc
- We do not use another company to distribute the magazine, we deliver them ourselves so that we can be sure they reach the intended homes.

## Format & Design

- It is an A5 size booklet, stapled, full colour print on cover and inside cover, remainder printed mono on white paper.
- The Magazine is printed on 90gm paper with a 130gm cover giving it a high quality feel.
- It has 'longevity' and because of it's size, content, look and feel it will be kept by the majority of households until the next issue arrives, thereby giving advertisers 'immediacy of access' when their services are required.
- Technical Specifications for ad's are set out below.

**Full Page: 120mm x 180mm**

**Half Page: 120mm x 85mm**

**Quarter Page: 58mm x 85mm**

**For Front page**

**My logo is 22 mm high**

**Page size for adverts on Front page: 184 mm x 154**

**(this will take the advert to the edge of the page with a bit extra for the bleed on the width)**

**For the Back Page**

**\_Full Page: 130mm x 190mm, this gives a small space for a frame around the advert.**

## SE20 COMMUNITY MAGAZINE - Rate Card

***We are not VAT registered so the price you see is the price you pay.  
There is a discount for packages, see rates below***

Prices	1 Issue	3 issues Package*	6 issues Package*	12 issues Package*
Full page	£100	£270 (£90 each)	£530.70 (£88.33)	£978.24 (£81.52 each)
Half Page	£59	£165 (£55 each)	£318.00 (£53 each)	£612 (£51 each)
Quarter Page	£37	£99.00 (£33)	£190.00 (£31.66 each)	£370 (£30.83 each)
Centre Pages	£115.00 each			
Front Cover	£145.00 full page			
Back Cover	£119.00 full page			
Inside Front & Back Cover	£102 full page			

\* Can be different copy for each month. The discount is for booking the space.

**Editorial Feature** – a double page spread, including photographs and advertisement. A great way to let potential customers know all about your business. **Fantastic value – just £145.00**

**Loose inserts** –

These can be delivered for you with the Magazine for just **£100.00 for 2500**

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**Tel. 020 8659 7240** **SE20MAG@aol.com**

## SE20 COMMUNITY MAGAZINE - Advertiser's Guide

### Copy Deadline

- Final copy must normally be submitted **by the 19th of each month**, for inclusion in the following month's edition (which will be distributed during the first weekend of that month.) Do check copy deadlines with us in case of a change.

### Payment

- **Full payment for all ads must be received by 7 days after receipt of invoice.** We reserve the right to charge interest on late payments and withdraw any discount offered in a package.
- Payment can be made by:
  - Cheque, payable to SE20 COMMUNITY MAGAZINE
  - by Bacs – Account Details will be on invoices

### VAT

- SE20 Community Magazine is a small independent operation and is not registered for VAT. Consequently, **no VAT is charged on ad's**

### Acceptable Formats

- Ad's can be submitted in the following formats:
  - MS Word
  - MS PowerPoint
  - MS Publisher
  - TIFF
  - JPEG
  - PDF
- Ad copy can be e-mailed to: ***SE20MAG@AOL.COM***
- If your ad is not available in an electronic format then we can produce it for you, from your own hard copy text, normally for a fixed price of just £15.00, although this may be higher if you have a particularly complex ad!  
*(This is a one-off charge – the ad could then be re-used in subsequent issues free of charge)*