

community

companion



COVER ADVERT
148 mm x 30mm (+3mm bleed at bottom, left and right)

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Our goal is simple - To produce the very best local publication, a complete companion to any resident or business in the local community.

Key Points

- ◆ Delivered free to 19,773 residential addresses.
- ◆ Delivered free to 1,348 business addresses.
- ◆ An extremely low carbon footprint.
- ◆ Increased focus on local sourcing.
- ◆ Highly competitive pricing.
- ◆ Prices from as little as £80 +VAT per advert.
- ◆ Bi-monthly publication.
- ◆ Locally focused articles and advertisers.
- ◆ Professionally designed and edited.

Additional Services

Not only can we offer you a fantastic range of advertisement packages at competitive prices, we offer several additional services;

- ◆ Advert design for any size advert.
- ◆ Leaflet design.
- ◆ Leaflet distribution.*
- ◆ Logo design and branding.†

* Leaflets are delivered areas of your choosing within our publication distribution area at the same time as the Community Companion.

† Please ask for details and costs.

Technical Information

- ◆ Size - A5
- ◆ Full four colour printing
- ◆ Magazine cover - 200 gsm with gloss laminate
- ◆ Internal pages - 130 gsm gloss

According to the Retail Think Tank, research has shown that increasing your marketing during a recession actually puts you in a much stronger position for when the recession has passed. "When comparing the figures of those who continue to invest with those who haven't, it's the businesses that continue to spend that gain market share from their competitors during tough periods and position themselves to prosper afterwards".

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The Community Companion aims to firmly establish itself as a highly sought after local publication, offering high quality articles focusing on local interest, competitions and advertisers.

Delivered free every two months to over 20,000 homes and businesses throughout GU21 the Community Companion is the only local publication to cover every single address in this post code with a single magazine.

The Community Companion will be printed on a high quality PEFC sourced paper with a separate higher quality laminated cover using vegetable inks. This ensures that not only are we using paper sourced from sustainable forestry, the Community Companion will be 100% recyclable.

Using a local Surrey based printer and a local professional delivery company we are ensuring that our carbon footprint is the smallest it can possibly be whilst ensuring the quality of the publication and the delivery is not compromised.

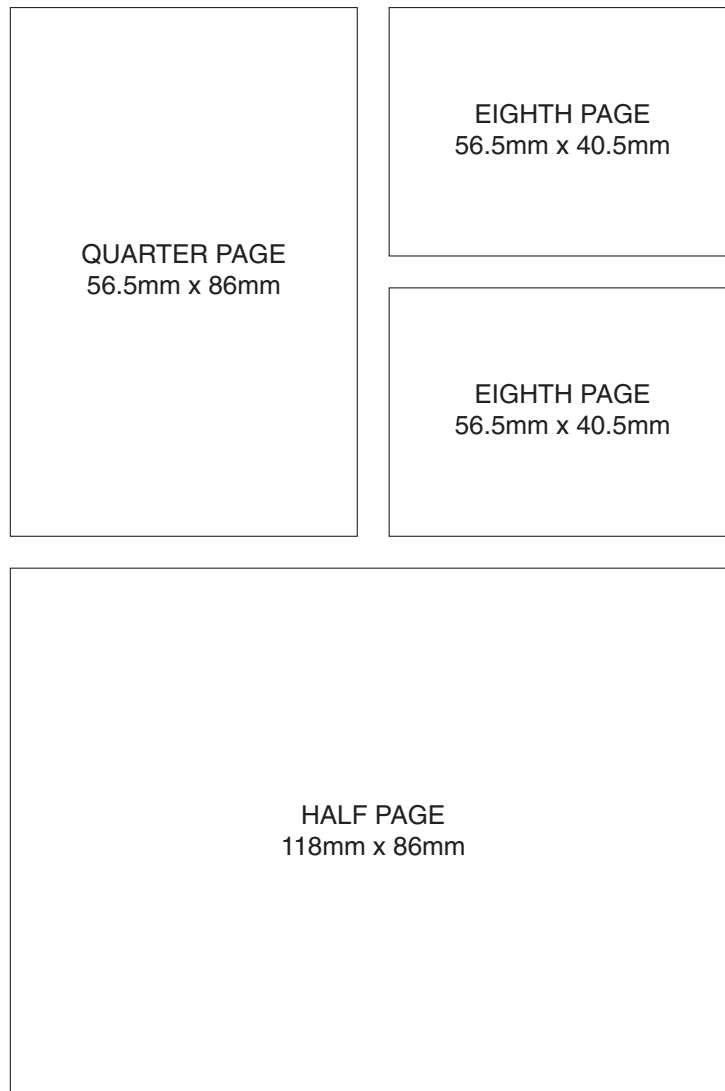
As an added bonus all articles and adverts (whether supplied by yourself or our in house design team) will be subjected to a professional proof reading, this final process will ensure that there are no mistakes in any of the material we send out.

The Community Companion will be delivered free to 19,773 residential homes and 1,348 business addresses in GU21 a distribution totaling 21,121 (Please note that whilst every effort will be made to ensure every single address receives a copy 100% delivery may not always be possible).

By offering a range of interactive services and features we aim to ensure every reader will refer back to the Community Companion time and time again.

With highly competitive rates and a professional advert design service, we are confident we can provide your business with the coverage you require at a price you can afford.

WHOLE PAGE
118mm x 177mm



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Price comparison of local competitors:

Magazine	1	2	4	5	6	7	8	Community Companion
Circulation	20,000	10,000	20,000	15,000	13,000	10,000	6,000	21,121
Issues per year	1	6	12	2	2	6	6	Bi-Monthly
1/4 Page	£250.00	£35.00	£65.00	£75.00	£75.00	£65.00	£50.00	£195.00
1/2 Page	£375.00	£60.00	£125.00	£130.00	£130.00	£90.00	£75.00	£305.00
Full Page	£650.00	£99.00	£240.00	£240.00	£240.00	£160.00	£120.00	£485.00
Double Page		£175.00		£350.00	£350.00			£750.00
Back Cover	£750.00	£135.00	£475.00	£350.00	£350.00	£240.00	£200.00	£650.00
Inside Front Cover	£720.00	£115.00	£385.00			£200.00	£150.00	£550.00
Inside Back Cover	£720.00	£115.00	£385.00			£190.00	£140.00	£550.00

Cost per household price comparison:
(Cost of insertion / circulation)

Magazine	1	2	4	5	6	7	8	Community Companion
1/4 Page	£0.01	£0.00	£0.00	£0.01	£0.01	£0.01	£0.01	£0.01
1/2 Page	£0.02	£0.01	£0.01	£0.01	£0.01	£0.01	£0.01	£0.01
Full Page	£0.03	£0.01	£0.01	£0.02	£0.02	£0.02	£0.02	£0.02
Double Page		£0.02		£0.02	£0.03			£0.04
Back Cover	£0.04	£0.01	£0.02	£0.02	£0.03	£0.02	£0.03	£0.03
Inside Front Cover	£0.04	£0.01	£0.02			£0.02	£0.03	£0.03
Inside Back Cover	£0.04	£0.01	£0.02			£0.02	£0.02	£0.03

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Advertising Rates;

Cover Rates	Single Issue
Front Cover	£225.00
Back Cover	£650.00
Inside Cover	£550.00

Standard Adverts	Single Issue
Double Page Spread	£750.00
Full Page	£485.00
Half Page	£305.00
Quarter Page	£195.00
Eighth Page	£240.00*

- ◆Special Positions +15%
- ◆Custom Size: +10%
- ◆*Minimum subscription six months.

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Leaflet Distribution rates;

	Up to 15,000	15,000 +
Leaflet Distribution	£50.00*	£40.00*

*Prices are per 1,000 leaflets.

Advert design rates;

Advert Size	Cost
Business Card	£30.00
Quarter Page	£50.00
Half Page	£100.00
Full Page	£200.00

- ◆ If additional images need to be purchased this cost will be passed on to the advertiser.
- ◆ Please note that complicated adverts that require additional design time may incur further charges.
- ◆ We will endeavor to advise you of extra costs prior to any work being carried out.