

RATE CARD

for SUSSEX MAGAZINES monthly magazines

All our publications are FREE full-colour monthly B5 magazines supporting their specific local communities and providing local business with a targeted, cost effective method of getting their message into every home within a specific community. Each publication is hand-delivered to all homes and businesses within the area with copies also being placed in shops and cafes.

We currently publish the following magazines with more planned in the near future...

- The Fiveways Directory
- The Hanover Directory
- Queens Park Living
- The West Hove Directory
- Poets Pages (Poets Corner)
- Hove Park Living
- The Kemptown Rag
- The Hassocks Village Directory

IMPORTANT NOTE... Experience tells us that the best results from advertising come from appearing consistently in our magazines. A one month booking is only really recommended for events occurring on a specific date. Three months packages are more likely to get a response BUT the best advice we can give to really build up a client base in any of our areas is to subscribe to one of our annual packages on the next page...it is the consistent repetition of your message in an area that gets that message across to residents and results in calls. The annual subscription packages are paid by monthly standing order, include an article about your business and represent the best value for money.

RATE CARD

We provide a sliding scale of charges depending on how many of our publications your advert appears in...

SIXTEENTH PAGE ADVERTS (Dimensions are 73mm wide x 52mm high)

One Magazine		Two Magazines		Three Magazines	
1 month price	£22 + VAT	2 month price	£44 + VAT	1 month price	£66 + VAT
3 months	£56.10 + VAT	3 months	£105.60 + VAT	3 months	£148.50 + VAT
(three month packages include a 15% discount)		(three month packages include a 20% discount)		(three month packages include a 25% discount)	

EIGHTH PAGE ADVERTS (Dimensions are 73mm wide x 52mm high)

One Magazine		Two Magazines		Three Magazines	
1 month price	£33 + VAT	1 month price	£66 + VAT	1 month price	£99 + VAT
3 months	£84.15 + VAT	3 months	£158.40 + VAT	3 months	£222.75 + VAT
(three month packages include a 15% discount)		(three month packages include a 20% discount)		(three month packages include a 25% discount)	

QUARTER PAGE ADVERTS (Dimensions are 73mm wide x 52mm high)

One Magazine		Two Magazines		Three Magazines	
1 month price	£44 + VAT	1 month price	£88 + VAT	1 month price	£132 + VAT
3 months	£112.20 + VAT	3 months	£224.40 + VAT	3 months	£297 + VAT
(three month packages include a 15% discount)		(three month packages include a 20% discount)		(three month packages include a 25% discount)	

HALF PAGE ADVERTS (Dimensions are 73mm wide x 52mm high)

One Magazine		Two Magazines		Three Magazines	
1 month price	£77 + VAT	1 month price	£154 + VAT	1 month price	£231 + VAT
3 months	£196.35 + VAT	3 months	£369.60 + VAT	3 months	£519.75 + VAT
(three month packages include a 15% discount)		(three month packages include a 20% discount)		(three month packages include a 25% discount)	

FULL PAGE ADVERTS (Dimensions are 73mm wide x 52mm high)

One Magazine		Two Magazines		Three Magazines	
1 month price	£143 + VAT	1 month price	£286 + VAT	1 month price	£429 + VAT
3 months	£364.65 + VAT	3 months	£686.40 + VAT	3 months	£965.25 + VAT
(three month packages include a 15% discount)		(three month packages include a 20% discount)		(three month packages include a 25% discount)	

PREMIUM POSITIONED ADVERTS & INSERTS

BACK COVERS £200 + VAT per month	INSIDE BACK / FRONT COVERS £160 + VAT per month	CENTRE PAGE SPREAD £250+ VAT per month	INSERTS £35 per thousand + VAT
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ADVERT DESIGN

If you do not have an existing advert we are able to offer you a design service. Ad design fees are between £10 and £20 and you will be given a CD of the artwork made, which becomes yours to use wherever and however you want.

HOW DO I BOOK AN ADVERT AND WHAT ABOUT DEADLINES?

Deadlines are dictated by the printer and are strict! All artwork must be in by the 15th of the month before you'd like your ad to appear. For example, for the May issue we must receive copy by April 15th at the latest.

It really couldn't be easier. E-mail Tim at info@sussexmagazines.net or call on (01273) 551021

Each publication goes through every door, to every home and to every business within it's area, every month, **GUARANTEED!!!**

Get your message out there...GIVE US A CALL!!!

You can see distribution maps and back copies of all magazines at www.sussexmagazines.net

ANNUAL PACKAGES

for some serious local promotion

EIGHTH PAGE PACKAGES

One Magazine

Eighth page advert ongoing
One 300 word article
FREE Marketing consultation
to design best advert
Unlimited artwork changes

Usual Full price if buying separately
£44.41 + VAT per month

Bundle Price
£37.75 + VAT per month

(Full price doing each month separately £533 + VAT)
(Bundle price £453 + VAT)

Two Magazines

Eighth page advert ongoing
One 300 word article per magazine
FREE Marketing consultation
to design best advert
Unlimited artwork changes

Usual Full price if buying separately
£66.25 + VAT per month

Bundle Price
£53 + VAT per month

(Full price doing each month separately £795 + VAT)
(Bundle price £636 + VAT)

Three Magazines

Eighth page advert ongoing
One 300 word article in year
FREE Marketing consultation
to design best advert
Unlimited artwork changes

Usual Full price if buying separately
£117 + VAT per month

Bundle Price
£87.60 + VAT per month

(Full price doing each month separately £1402 + VAT)
(Bundle price £1051 + VAT)

QUARTER PAGE PACKAGES

One Magazine

Quarter page advert ongoing
One 300 word article
FREE Marketing consultation
to design best advert
Unlimited artwork changes

Usual Full price if buying separately
£55.42 + VAT per month

Bundle Price
£47.10 + VAT per month

(Full price doing each month separately £665 + VAT)
(Bundle price £565 + VAT)

Two Magazines

Quarter page advert ongoing
One 300 word article per magazine
FREE Marketing consultation
to design best advert
Unlimited artwork changes

Usual Full price if buying separately
£105.80 + VAT per month

Bundle Price
£84.60 + VAT per month

(Full price doing each month separately £1270 + VAT)
(Bundle price £1016 + VAT)

Three Magazines

Quarter page advert ongoing
One 300 word article per magazine
FREE Marketing consultation
to design best advert
Unlimited artwork changes

Usual Full price if buying separately
£149.80 + VAT per month

Bundle Price
£112.37 + VAT per month

(Full price doing each month separately £1798 + VAT)
(Bundle price £1348 + VAT)

HALF PAGE PACKAGES

One Magazine

Half page advert ongoing
One 300 word article in year
Marketing consultation
to design best advert
Free artwork changes every month

Usual Full price if buying separately
£87.58 + VAT per month

Bundle Price
£74.44 + VAT per month

(Full price doing each month separately £1051)
(Bundle price £893)

Two Magazines

Half page advert ongoing
One 300 word article in year
Marketing consultation
to design best advert
Free artwork changes every month

Usual Full price if buying separately
£168.83 + VAT per month

Bundle Price
£137.46 + VAT per month

(Full price doing each month separately £2062 + VAT)
(Bundle price £1650 + VAT)

Three Magazines

Half page advert ongoing
One 300 word article in year
Marketing consultation
to design best advert
Free artwork changes every month

Usual Full price if buying separately
£248.83 + VAT per month

Bundle Price
£186.62 + VAT per month

(Full price doing each month separately £2986 + VAT)
(Bundle price £2239 + VAT)

FULL PAGE PACKAGES

One Magazine

Full page advert ongoing
One 300 word article in year
Marketing consultation
to design best advert
Free artwork changes every month

Usual Full price if buying separately
£154.41 + VAT per month

Bundle Price
£131.25 + VAT per month

(Full price doing each month separately £1853 + VAT)
(Bundle price £1575 + VAT)

Two Magazines

Full page advert ongoing
One 300 word article in year
Marketing consultation
to design best advert
Free artwork changes every month

Usual Full price if buying separately
£303.80 + VAT per month

Bundle Price
£243.06 + VAT per month

(Full price doing each month separately £3646 + VAT)
(Bundle price £2917 + VAT)

Three Magazines

Full page advert ongoing
One 300 word article in year
Marketing consultation
to design best advert
Free artwork changes every month

Usual Full price if buying separately
£454.66 + VAT per month

Bundle Price
£341 + VAT per month

(Full price doing each month separately £5456 + VAT)
(Bundle price £4092 + VAT)