

Guildford
Resident
Magazine

Rate Card

2020



About The Magazine

Guildford's historic heart and affluent community, plus its proximity to beautiful countryside, make it an ideal location for those wanting the best of both urban and rural living.

We are unique to Guildford The B5 sized magazine is the only local media delivered by the Royal Mail through 7,500 doors across the city with a further 500 copies are distributed through advertisers' premises. That's 8,000 copies every other month.

For advertisers, that's a guaranteed delivery, so you can be sure that your marketing message is being seen by potential customers. The Royal Mail delivery makes us unique and gives you peace of mind that the Guildford's Resident Magazine is out there, working for you! Additionally we offer leaflet distribution ensuring your customers receive your flyer/leaflet directly through their door!



Artwork Specification

Please supply your artwork as a PDF. Image resolution should be 300dpi. All layers must be flattened and all fonts embedded prior to final PDF creation as failure to do so may result in printing problems which the advertiser is responsible for. Files must be CMYK only.

3mm extra artwork bleed must be added to artwork for full page/DPS adverts. (For example, a full page advert should be 171 x 241mm plus 3mm bleed).

It is recommended that text is placed at least 10mm from the edge of the page. All files must be made to the final printed size. Files can not be enlarged as pixelation will occur. Files which have been enlarged outside their physical parameters will print incorrectly and are the sole responsibility of the advertiser. We can accept JPEG/TIFF files at 300dpi and all the above conditions apply.

Advert Sizes

Full Page:

241mm(h) x 171mm(w) +3mm bleed

Double Page Spread

241mm(h) x 342mm(w) +3mm Bleed

Half Page:

105mm(h) x 150mm(w) (no bleed)

Sales & Distribution

If you would like to advertise or be one of our distribution points, please contact
 casper@waterside-group.co.uk
 07823 333 957
 maurice@waterside-group.co.uk
 07843 435 385
 02392 983 538

Magazine Rates 2020 (Per Edition)

| Display | 1 Issue | 2-3 Issues | 4-5 Issues | All 6 Issues |
|--------------------|---------|------------|------------|--------------|
| Double Page Spread | £850 | £800 | £750 | £700 |
| Full Page | £550 | £535 | £520 | £500 |
| Half Page | £340 | £330 | £320 | £300 |
| Quarter Page | £230 | £220 | £210 | £200 |
| Back Page | £700 | 6 months | £600 | 12 months |
| Inside Back | £600 | 6 months | £550 | 12 months |
| Inside Front | £600 | 6 months | £550 | 12 months |

Directory Listing

| | | |
|----------|------|-----------|
| 1 Issue | £100 | 2 months |
| 3 Issues | £285 | 6 months |
| 6 Issues | £570 | 12 months |

Advertising in the magazine

Advertising in the press and in directories can be an affordable and effective marketing tool for small businesses. Advertising offers a way to spread the word about your business to large numbers of people in targeted groups. Let us help your business, we offer a full design service including a voucher code for effective ROI collection.

New venture? Opening a new location? Have you got any significant anniversaries to celebrate, have you invested in new equipment, hired a new team, launched a new product or service or planned any special events?

One of the primary mistake's businesses make when writing press releases or reaching out to the media is not to find an angle or a hook for your story. Imagine you've only got a few seconds to capture someone's attention - that famous elevator pitch. It also helps to imagine you are writing a story that could be featured in print. Ask yourself what would make it interesting to you as a reader. If you're launching a new business that's great - tell us what's unique about what you do, what are your credentials, and where did the team come from.

Tell our readers your story, advertorial options available or why not sponsor an edition of the magazine to include the front and back covers?

Advertorial Magazine Rates 2020 (Per Edition)

| Space | Editorial | Cost |
|--------------|----------------------|------|
| Quarter Page | 1 photo + 120 words | £85 |
| Half Page | 2 photos + 240 words | £175 |
| Full Page | 4 photos + 600 words | £300 |

Sponsorship Front and Back covers double centre page spread interview and images £1,500.00
****(subject to 20% vat)***

Sales & Distribution

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