

# Waterside

YOUR LIFESTYLE MAGAZINE

## Rate Card

2024



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THE LATEST EDITION](#)

NEWS | SHOPPING | PEOPLE | BUSINESS | FASHION | HEALTH | DINING

## About The Magazine

Waterside magazine is a FREE magazine, published every two months. Reaching approximately 10,000 people along the Hampshire South Coast. Distributed for free to locations across the the region – and with an East and a West version – you can target your audience

## Waterside East Distribution

Waterside East magazine will be distributed to locations across the Portsmouth area, from Chichester to Whiteley and down into the City of Portsmouth.

## Waterside West Distribution

Waterside West magazine will be distributed to locations across the Southampton area, covering Romesly to Whiteley down to the coastline of Ocean Village and Hamble



## 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

[jalpesh@waterside-group.co.uk](mailto:jalpesh@waterside-group.co.uk)

07894 788 788

[maurice@waterside-group.co.uk](mailto:maurice@waterside-group.co.uk)

07843 435 385

02392 983 538

## Magazine Advertising Rates 2024 (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?

The collage displays several pages from the Waterside magazine. Key features include:
 

- Top Left:** An advertisement for 'The Lighthouse Dental Practice' located in the heart of Southsea, highlighting its long history and modern dentistry.
- Top Right:** A vibrant advertisement for 'Lush's Christmas Products', showcasing various festive items like bath bombs, soaps, and candles.
- Middle Left:** An article titled 'A new spiced rum with an age old nautical story', featuring a photo of a man in a nautical-themed setting.
- Middle Right:** An article titled 'A magical box of delights', featuring a photo of a woman holding a gift box.
- Bottom Left:** A section titled 'COMPETITION' with details about a contest related to the spiced rum.
- Bottom Right:** A section titled 'ENICHERSTER' with details about a contest related to the magical box of delights.

## Advertorial Magazine Rates 2024 (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)

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If you would like to advertise or be one of our distribution points, please contact Jalpesh on [jalpesh@waterside-group.co.uk](mailto:jalpesh@waterside-group.co.uk) - 07894 788 788 or Maurice on [maurice@waterside-group.co.uk](mailto:maurice@waterside-group.co.uk) - 07843 435 385 - 02392 983 538. Visit our website [waterside-group.co.uk](http://waterside-group.co.uk)