

Postcode Advertiser

...keeping things local

LOCAL MAGAZINES FOR CAMBRIDGESHIRE



WHAT WE ARE OFFERING

Launched in early 2023 three A4 quarterly magazines for the Cambridgeshire area. We print a minimum of 33,000 copies of each magazine that will be delivered by Royal Mail straight through the letterboxes of residents in the postcode area, plus copies will be available to pick up in high footfall areas.

THE AREAS ARE:

CB1 - 2 - 3 - 4 & 5 (The City) – Through the letterboxes of homes in Cambridge city centre, Mill Road, Teversham, Trumpington, Grantchester, Cherry Hinton etc.

CB6 - 7 - 8 - 9 - 10 & 11 (The Towns) – Through the letterboxes of homes in Ely, Newmarket, Haverhill & Saffron Walden.

CB21 - 22 - 23 & 24 (The Villages) – Delivered to homes in Cambourne, Sawston, Pampisford, Bar Hill, Linton, Hauxton, Gt & Lt Shelford, Comberton, Dry Drayton, Fulbourn, Harston, Haslingfield, Duxford, Maddingley, Barrington.

CUT THROUGH IN A CLUTTERED WORLD – In a world where people are exposed to thousands of marketing messages through smartphones, tablets and TV screens, the physical presence of door-drop magazines means they're a great way to cut through the noise. They put your message into the customer's hands.

THEIR PHYSICAL NATURE HELPS ENGAGE CUSTOMERS

– Because door-drop magazines are tangible and delivered into homes, customers engage with them. Research shows (Royal Mail) that 73% are opened, read, filed or set aside for later and are revisited almost three times on average. So customers have more chances to take in your message.

TAILORED MESSAGING – Door-drop magazines can carry messages tailored to particular locations to strengthen your local ties to that area. For example, depending on the postcode area, you can tailor them with different promotions or response details (e.g. branch address or phone numbers).

HIGH QUALITY & TIMELY EDITORIAL – DESIGNED TO ENSURE THE MAGAZINE IS REFERRED TO THROUGHOUT THE THREE MONTHS:

- **Diary of Events** – covering the three months
- **Money Saving Suggestions** – From the money-saving expert Siam Kidd.
- **Local Heroes** – An interview with a local entrepreneur/business owner.
- **My Cambridgeshire** – We choose a local person to reveal their favourite Cambridgeshire restaurants, pubs, walks etc
- **Sudoku & Crosswords** – to challenge the readers

DISTRIBUTION – Delivered through the letterboxes of houses in each postcode area by the Royal Mail.

www.postcodeadvertiser.co.uk

TMP

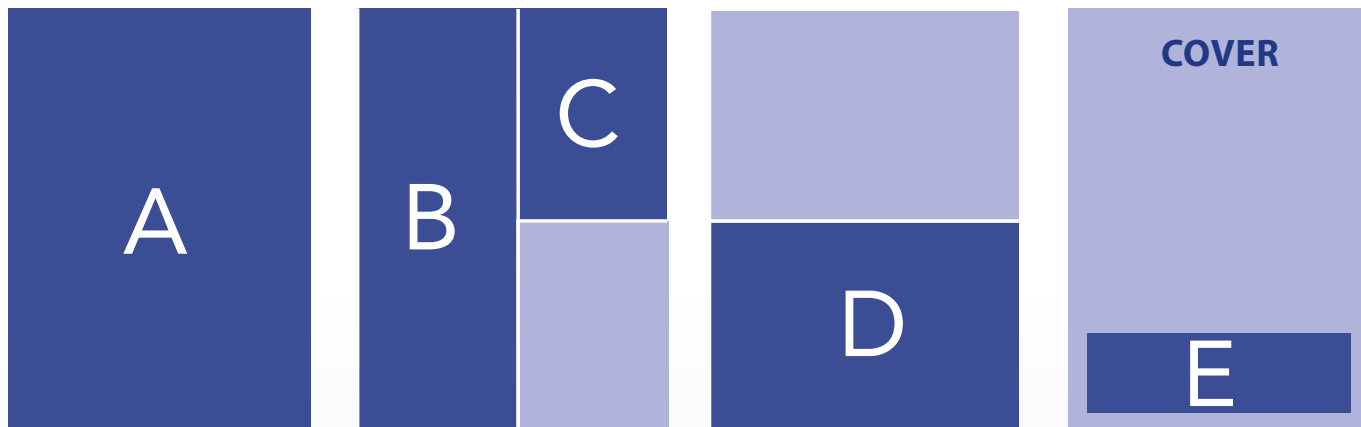
ADVERTISING RATES

Sizes \ Frequency	One area/ 3-month booking	One area/1-year booking	All areas/1-year booking (12 issues)
Quarter-page	£225 + VAT per issue	£199 + VAT per issue	£185 + VAT per issue
Half-page	£399 + VAT per issue	£375 + VAT per issue	£349 + VAT per issue
Full-page	£725 + VAT per issue	£694 + VAT per issue	£670 + VAT per issue
Double-page spread	£1,375 + VAT per issue	£1,335 + VAT per issue	£1,295 + VAT per issue
Full-page advertorial	£825 + VAT per issue	£790 + VAT per issue	£755 + VAT per issue
DPS advertorial	£1,450 + VAT per issue	£1,428 + VAT per issue	£1,397 + VAT per issue
Outside back cover	£990 + VAT per issue	£966 + VAT per issue	£899 + VAT per issue
Inside front cover	£890 + VAT per issue	£866 + VAT per issue	£799 + VAT per issue
Front cover banner	£550 + VAT per issue	£500 + VAT per issue	£450 + VAT per issue
Loose insert (max A5 size)	£55 + VAT per thousand	£50 + VAT per thousand	£45 + VAT per thousand

PUBLICATION DATES

ISSUES (all areas)	Advertorial deadline	Artwork deadline	Print date	Distribution date
Spring	22/01/2024	29/01/2024	08/02/2024	20/02/2024
Summer	19/04/2024	26/04/2024	09/05/2024	21/05/2024
Autumn	25/07/2024	01/08/2024	13/08/2024	23/08/2024
Winter	22/10/2024	29/10/2024	08/11/2024	20/11/2024

ADVERTISING SPECIFICATIONS FOR PRINT



SIZE HEIGHT x WIDTH

Double-page spread 297mm x 420mm
 (Please add 3mm bleed on all sides)

Type Area: 272mm x 395mm

A: Full-page display 297mm x 210mm
 (Please add 3mm bleed on all sides)

Type Area: 272mm x 185mm

B: 1/2-page vertical 272mm x 87mm

C: 1/4-page 133mm x 87mm

D: 1/2-page horizontal 133mm x 180mm

E: Cover Banner 60mm x 190mm

Advertorial details available on request.

MECHANICAL REQUIREMENTS

Trim Size: 297mm deep by 210mm wide

Bleed: 3mm on all sides; bleed safety: keep all live matter at least 10mm from the trim on all four sides.

SUPPLYING ARTWORK

All of the following can be accepted:

- High Resolution, Print-quality PDF saved as CMYK
- Adobe InDesign CC Document or .idml format (Note: If base file is being supplied, please include all fonts and graphics used on the document)
- Adobe Illustrator CC .eps file (NB: all fonts and graphics must be embedded)

LOGOS

Please supply as either .eps, .ai or PDF. Minimum width is 60mm wide at 300dpi.

IMPORTANT

- All images supplied must be at least 300dpi+ and saved as CMYK files (NOT RGB).
- TIFF files must be saved with NO compression.
- Save Photoshop EPS images as: (Preview) Macintosh – 8 bits/pixel (Encoding) Binary with NO options checked.

- Please check that all spot colours in your artwork have been converted to CMYK prior to creation of your PDF. If this is not done correctly, the colours on the final printed page may not appear as expected. If you have any doubts regarding this, please contact the **Production Department, production@thompsonmediapartners.com**. *The Postcode Advertiser* will not assume responsibility for advertising reproductions that do not conform to our digital/mechanical specs listed above

TO ENSURE A CORRECT COLOUR MATCH ON PRESS, ALL ADVERTISING SHOULD BE ACCOMPANIED BY A COLOUR PROOF

AD DESIGN/PRODUCTION

We can design and create advertisements for use in this publication up until **ONE WEEK** prior to close, contact your sales representative for further details.

Please contact Mel Needham for any production enquiries – production@thompsonmediapartners.com

HOW TO GET INVOLVED?

If you like what you have read and would like to discuss being involved, please contact:

Sean Thompson sean.thompson@thompsonmediapartners.com 01954 267696 / 07866 528612

Stewart Hedges stewart.hedges@thompsonmediapartners.com 07595 894557

Jim Leishman jim.leishman@thompsonmediapartners.com 01954 777 070/ 07513 089 508