



A Guide to

Inside Magazines

Inside Magazines are quality 'coffee table' magazines that bridge the gap between local free newspapers and expensive regional glossies providing an affordable and effective advertising medium for people who serve the local area. These A5 magazines are published every two months and delivered free to thousands of homes in each neighbourhood.

Well-established across several different communities in Cheshire, our magazines have a winning formula - they are compact, glossy, high quality and truly local. A strict ratio of 50:50 editorial and advertising means that each magazine contains plenty to read for everyone and reflects the values and tastes

of the community it serves. Interesting profiles of societies and clubs and snapshots of significant local happenings are interspersed with local history, local walks, days out and what's on as well as general interest features.

The magazines are attractive and interesting. Local people look forward to receiving them. There is plenty to read and, most importantly for our advertisers, the magazines are kept and referred to regularly until the next issue arrives.

A classified index in each magazine makes sure that your advert can be found quickly and easily.

Key Features

- Delivered direct to over 44,000 homes in some of the most affluent parts of Cheshire – see below for details of the circulation of each title
- Professional and reliable distributors in each area make sure that our magazines are delivered promptly and reliably every time
- 50:50 editorial to advertising
- Classified index making your advert easy to find
- Full, half, quarter and eighth page options as well as premium positions
- Series bookings available offering even better deals on our already very competitive rates
- Advertising that works – proven by the businesses that continue to advertise year after year

Standard Features

- Walks in Cheshire
- Book Review
- Community Noticeboard
- Puzzles
- Recipe
- Just for Kids
- Inside Guide
- Useful Numbers



Circulation

Titles	Distribution
Inside Bollington, Prestbury & Tytherington	6,500
Inside Bramhall	7,500
Inside Hazel Grove	8,000
Inside Poynton	6,200
Inside Wilmslow & Alderley Edge	10,500
Inside Marple	8,500

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Publishing Dates & Copy Deadlines

Each of our six titles is published six times a year, on a two-monthly basis as follows.

<i>Inside</i> Bramhall - <i>Inside</i> Poynton - <i>Inside</i> Wilmslow & Alderley Edge						
Issue date	Feb/Mar	Apr/May	June/July	Aug/Sept	Oct/Nov	Dec/Jan
Copy deadline	12 Jan	12 Mar	11 May	12 July	12 Sept	12 Nov

<i>Inside</i> Bollington, Prestbury & Tytherington - <i>Inside</i> Hazel Grove - <i>Inside</i> Marple						
Issue date	Mar/Apr	May/Jun	July/Aug	Sept/Oct	Nov/Dec	Jan/Feb
Copy deadline	12 Feb	11 Apr	12 Jun	13 Aug	12 Oct	12 Dec

Advertising Rates updated January 2012

The magazines fall into three different price bands, determined by their circulation. If you wish to advertise in several titles do contact us and we will be pleased to work out a bespoke price for you.

Number of ads in series	PRICE BAND A			PRICE BAND B			PRICE BAND C		
	1	3	6	1	3	6	1	3	6
Eighth page Advert	n/a	120	180	n/a	135	210	n/a	150	240
Quarter Page Advert	80	180	330	90	210	390	120	270	510
Half Page Advert/Editorial	130	315	540	160	360	630	180	420	750
Full Page Advert/Editorial	220	555	990	230	585	1020	260	660	1170
Inside Front Cover	250	-	-	270	-	-	300	-	-
Inside Back Cover	230	-	-	250	-	-	270	-	-
Outside Back Cover	280	-	-	325	-	-	350	-	-

Series bookings offer a significant saving compared with a single insertion.

Six-series bookings can be paid for by monthly standing order, subject to a small administration charge.

Price Bands

Inside Bramhall	B
Inside Boll, Prest & Tytherington	A
Inside Hazel Grove	B
Inside Poynton	A
Inside Marple	B
Inside Wilmslow & Alderley Edge	C

Artwork

If you would like us to lay out or design your ad for you we can do so for an extra charge. If you require a text only ad an administration charge (maximum £10) will normally apply. If you wish to create greater impact with an ad that incorporates both text and graphics we can offer a professional and cost-effective design service. This charge would normally be in the range £20-£50.

Dimensions (mm)

Full page	190 x 128
Full page with bleed	210 x 148 (+ 3mm all round)
Half page landscape	93 x 128
Half page portrait	190 x 63
Quarter page portrait	93 x 63
Quarter page landscape	45 x 128
Eighth page (landscape only)	45 x 63

Payment Terms

All prices shown above are exclusive of VAT. Invoices are normally issued following booking of the agreed media space and are payable within a maximum of 14 days, but in any event no later than the published copy deadline.

Please note that any booking will remain provisional until full payment has been received. The placing of an order for insertion of an advertisement amounts to an acceptance of the terms and conditions below.

Standard Terms & Conditions for Advertisers

1. Following booking of any agreed media space a confirmation invoice will be sent by email or post. This must be paid within 14 days, or prior to the published copy deadline, whichever date is earlier. If payment is not received in advance of publication, according to the agreed terms, we will withdraw the advertisement.
2. Final artwork must be received by the published copy deadline at the latest. This may be sent as a high resolution Adobe PDF, TIFF, EPS or JPEG. Minimum resolution for all artwork should be 300 dpi.
3. We gratefully acknowledge the support of businesses whose adverts we publish and whilst every care is taken to ensure accuracy, we cannot accept responsibility for loss, damage or omission caused by error in the printing of an advert or other information.
4. Adverts are accepted on the understanding that descriptions of goods and services are fair and accurate. We cannot be held responsible for views expressed by contributors or any advert content, including errors or omissions. Acceptance of an advertisement does not imply that Inside Magazines Ltd in any way endorses companies, services or products that appear in these publications.
5. It is the responsibility of the advertiser to submit new copy if the advertisement is to change by the copy deadline.
6. We can make no guarantees that your advertisement will be successful; therefore we are unable to offer you a refund if you receive no response.
7. The publisher reserves the right to increase the rates at any time with immediate effect. Long term advertisers are protected for the duration of the contract
8. We cannot undertake to place ads in any particular position in the magazine unless a premium price has been paid to reserve a particular position.
9. We do not guarantee to supply voucher copies of all magazines in which an advertisement appears except where this has been specifically agreed. Advertisers may contact us for confirmation that an ad has appeared as requested.

Inside Poynton, Inside Bramhall, Inside Hazel Grove, Inside Bollington, Prestbury & Tytherington, Inside Wilmslow & Alderley Edge and Inside Marple are all produced by Inside Magazines Ltd. 352a Park Lane, Poynton, Cheshire SK12 1HY.