

LOCAL MAGAZINES LTD

Affordable, Effective, Local Advertising



THE LONGEATON EXTRA



A5 full colour publication delivered free to **9000** homes and businesses in Wilsthorpe, Parkside, The Dales, Fields Farm, Pennyfields, Derby and Nottingham Road areas, parts of Sawley, Local shops and the Town Centre. There are various drop off points including the Library, Town Hall and Leisure Centre.

THE ILKESTON DIRECTORY



A5 full colour publication delivered free, every month to **9000** homes and businesses in Shipley View, West Hallam, Hallam Fields, The Maltings, parts of Kirk Hallam, Larklands, Stanton Road areas, local shops and businesses and the town centre. There are various drop off points including the Library and Town Hall.

SANDIACRE AND STAPLEFORD CONNECTIONS



A5 full colour publication delivered free to **7200** homes and businesses in all of Sandiacre and parts of Stapleford. Various drop off points including the Library and Leisure Centre.

TOTON, CHILWELL AND ATTENBOROUGH CONNECTED



A5 full colour publication delivered free to 7000 homes and businesses in Attenborough, Chilwell, Toton and parts of Beeston. Various drop off points including Libraries and the Leisure Centre.



What's included in our local magazines?

- Lots of local information from local community groups, societies and charities
- News that's important to the local area – 40% of it is written by local residents
- A children's page
- Quizzes, crosswords
- Adverts from local residents selling anything from baby clothes to caravans

0115 9167948 • info@localmagazinesltd.co.uk • www.localmagazinesltd.co.uk

PO Box 8757, Nottingham, NG10 9AJ

Company Number 06105321

Why advertise with us?

- Transparent, cost effective, honest pricing – you can advertise for as little as £25.
- Our team of graphic designers provide free advert design – and we won't be satisfied until you are 100% happy with your advert.
- We have loyal local readers and provide useful local information – our publications are often kept for the whole month, not discarded like the free papers.
- You are able to have free editorial space, (e.g. articles in the magazine), if you are a regular advertiser.
- Delivery of our A5 full colour glossy magazines is reliable and regular.
- Our A5 full colour glossy magazines are delivered by our long-standing team of reliable, local people. We know your advert will reach its target audience because we know everyone who is delivering for us, and exactly when they will be delivering.
- Local people use our magazines to find information, share news & events and offer their opinions. More than 40% of each month's content comes from local people's contributions so we know local readers like to get involved with, and react to, the information contained in our magazines.
- We offer charities and local community groups free editorial space. By advertising your business, you are helping these groups to have a vital voice in our local community.
- We don't give you the 'hard sell', we don't need to. We know our publications - and our customer testimonials - speak for themselves.
- It's so successful, our advertisers keep coming back – most of our customers advertise on an ongoing basis.

PAGE SIZE	ADVERT PRICES	REGULAR ADVERTISER RATE	REGULAR ADVERTISER
Full Page	£160	£140	To qualify as a regular advertiser your advert must run for a minimum of 6 consecutive months, after which you can cancel at any time within the deadline dates. Regular advertisers are eligible for free editorial every 6 months or 12 for eighth page adverts.
Half Page	£95	£80	
Quarter Page	£60	£50	
Eighth Page	£30	£25	
Premium Pages	Inside front £170	Page 3 £170	
	Page 5 £170	Back Page £190	

ADVERT SIZES

Eighth Page	64mm x 40mm
Quarter Page	64mm x 87mm
Half Page	132mm x 87mm
Full Page	132mm x 180mm
Back Page	A5 plus bleed

NOTES

All prices are excluding VAT. Prices are per advert per magazine. You will be invoiced on a month by month basis. Payments accepted by cheque, bank transfer, credit or debit card. We have a 14 day invoice period.



Director, Justine Nettleton

'I have been running the publications since 2005 and I am thrilled to have such positive feedback from the businesses that advertise with us. I am pleased that, as an Erewash resident, I can offer a useful service that has a positive impact on the bottom line for local businesses. Don't just take my word for it, please read a selection of testimonials...'

'The previous advert and write up worked well for us, so thank you for your help.'

Elaine Baum, Cherrywood Interiors

'I don't very often write Testimonials but The Designer Sofa has advertised for years with Local Magazine Ltd and Justine is always helpful when needed. We get regular enquiries from the adverts placed in the magazine, and we find them to be a very cost effective form of advertising. I not only advertise in them but I turn to them when I need a service or tradesman for home and business. It's a good starting point and time saving resource.'

Ian, The Designer Sofa

'The magazines are local with selective distribution areas and the mixture of local interest articles ensures good readership.'

Jeff Everitt

'It works! Reaches the surrounding areas instead of the whole of Nottingham which is what we want.'

Jane Carling, Balloon Explosion.

'The Ilkeston Directory is a clear and compact guide to local businesses with a wide distribution. It enables potential clients to contact a nearby professional service.'

Pam Tribensee, PJT Therapy

'Local Magazines Ltd are friendly, efficient and reliable and we know that local people read them as we do!'

G. Tomlinson, LGT Plastering.

'Provides us with new business month on month.'

Jan Patterson, Sunshine Denture Studio.

'Best long term solution to reach local clientele.'

Jim Spencer, Spencer Gas Services.

'Magazine is compact and colourful. The adverts stand out. We've had a good response to our advert.'

Julie Walker, Chris Walker Plastering and Damp Proofing.

If you have any questions or would like to view more testimonials from satisfied local businesses then, please give me a call on 0115 9167948 or email me at justine@localmagazinesltd.co.uk.

Justine Nettleton

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We deliver to...

Magazine Delivery Areas

THE ILKESTON DIRECTORY

SANDIACRE AND STAPLEFORD CONNECTIONS

THE EATON EXTRA

TOTON, CHILWELL AND ATTENBOROUGH CONNECTED



We can also print your flyers and deliver them into homes.