

CIRENCESTER SCENE MAGAZINE & PRINT - RATES 2012

1. FULL COLOUR ADVERTISEMENTS: (*Indicates extra discount)

ADVERTISEMENT SIZE	1 Month £	3 Months Payment in Advance @ 10%Discount £	6 Months Payment in Advance @ 15%Discount £	12 Months Payment in Advance @ 25%Discount £
Full Page 12.80w x 19.0cm (14.8w x 21cm plus 3mm bleed)	185.00	166.50 £499.50	159.25 £943.50	148.00 £1776.00
2/3 Page 12.8w x 12.5cm	130.00	117.00 £351.00	110.50 £663.00	97.50 £1170.00
1/2 Page 12.80w x 9.25cm	100.00	90.00 £270.00	85.00 £510.00	75.00 £900.00
1/3 Page 12.80w x 6.0cm	80.00	72.00 £216.00	68.00 £408.00	60.00 £720.00
1/4 Page 6.15w x 9.25cm	60.00	54.00 £162.00	51.00 £306.00	45.00 £540.00
1/6 Page 6.15w x 6.0cm	45.00	40.50 £121.50	38.25 £229.50	33.75 £405.00
1/8 Page 6.15w x 4.375cm	35.00	31.50 £94.50	29.75 £178.50	26.25 £315.00
Noticeboard (Portrait) 3.99w x 4.375cm (Landscape) 6.15w x 2.8cm	20.00	*15.00 *£45.00	*12.50 *£75.00	N/A

FRONT PAGE (full colour only): CENTRE BOX: 12.8w x 9.7cm: **£300.00** TOP BANNER: (full width 1 box) 12.8w x 1.9cm: **£100**, (half width 2 boxes) 6.2w x 1.9cm: **£50** each, BOTTOM STRAP: 12.8w x 3.3cm: **£150.00**, LEADER CORNER: (triangle) 3.85w x 3.50cm: **£35.00**

BACK PAGE (full colour only): 12.8w x 19.0cm: **£350.00** **LEAFLET DISTRIBUTION:** from £30 per 1000 eg: A5 Page 9-12,000

2. BLACK AND WHITE (MONO) ADVERTISEMENTS: (*Indicates extra discount)

ADVERTISEMENT SIZE	1 Month £	3 Months Payment in Advance @ 5% Discount £	6 Months Payment in Advance @ 10% Discount £	12 Months Payment in Advance @ 20% Discount £
Full Page 12.8w x 19.0cm (14.8w x 21cm plus 3mm bleed)	125.00	118.75 £356.25	112.50 £675.00	100.00 £1200.00
2/3 Page 12.8w x 12.5cm	90.00	85.50 £256.50	81.00 £486.00	72.00 £864.00
1/2 Page 12.8w x 9.25cm	67.50	64.13 £192.38	60.75 £364.50	54.00 £648.00
1/3 Page 12.80w x 6.0cm	56.50	53.68 £161.03	50.85 £305.10	45.20 £542.40
1/4 Page 6.15w x 9.25cm	37.50	35.63 £106.88	33.75 £202.50	30.00 £360.00
1/6 Page 6.15w x 6.0cm	30.00	28.50 £85.50	27.00 £162.00	24.00 £288.00
1/8 Page 6.15w x 4.375cm	22.50	21.38 £64.13	20.25 £121.50	18.00 £216.00
Noticeboard (Portrait) 3.99w x 4.375cm (Landscape) 6.15w x 2.8cm	15.00	*12.00 *£36.00	*10.00 *£60.00	N/A

CIRENCESTER SCENE MAGAZINE & PRINT - RATES 2012

"Establishing Local Connections" - Community Information and Local Business Directory for Residents, Businesses and Visitors to Cirencester and Surrounding Villages.

This well-established magazine contains essential community information; articles on local history, country matters, legal advice, technology, health and fitness, local bands, pets and more from local contributors; 'What's On' and free publicity for fund raising for local charities and non-profit making clubs, at the editor's discretion; puzzles and recipes; green pages and more. If you have an article you would like to submit, please contact the Editor to discuss it. We have a lot of positive feedback from both advertisers and readers.

The deadline for copy is the 18th of the month before. It varies slightly each month, but is never earlier.

CIRENCESTER SCENE DISTRIBUTION

Cirencester Scene Magazine is delivered monthly by reliable local deliverers. We pay good rates and spot check each round each month to ensure quality service. The magazines are delivered from the first week of the month.

Our door-to-door distribution is now to approx **12,000** households and businesses throughout Cirencester and the surrounding villages of Baunton, Siddington, South Cerney, Cerneywick, Coates, Kemble, Ewen, Ashton Keynes, Somerford Keynes and Preston. It is also available, by popular demand, at selected pick-up points: Somerfield Garage, Cotswold Leisure Centre Cirencester, The Bingham Library, The Visitor Information Centre and Kemble Rail Station.

Targeted and cost effective, if your product or service is good - we can provide the best market place for you!

ONLINE MAGAZINE

As well as being published in the monthly magazine, your advertising details have a continuous online presence in our 'BUSINESS DIRECTORY' on our website www.cirencester-scene.co.uk A PDF version of the current magazine is loaded onto this website monthly and then archived for ongoing reference at your convenience.

EDITORIALS

With a first block booking of 3, 6 or 12 months **colour** (excl. NB ads) you get the opportunity of some free editorial for your business on one of those months, equal to the size of your ad, space permitting. Ask the Editor. Extra editorial space can be booked with your advertisement at **1/4 page (@125-150 words) £35, 1/2 page (@250-300) £60, and full page (@500-600) £110.**

ADVERTISING PRICES / DISCOUNTS – Ask re 'First Time Advertiser Discount' (block-booking colour ads)

Prices start from **£10 (mono), £12.50 (colour)** per month for **noticeboard ads**, to **£185 (colour)** for **full page**. 10%, 15% & 25% discounts for 3, 6 and 12 months booking. *See Rates Card for all discounts on the accompanying page.*

FRONT PAGE (Full Colour Only): CENTRE BOX 12.8w x 9.7cm: **£300.00 / BOTTOM STRAP** 12.8w x 3.3cm: **£150.00**
TOP BANNER (Full width / 2 boxes) 12.8w x 1.9cm: **£100 / TOP BANNER (Half width / 1 box)** 6.45w x 1.9cm: **£50**
LEADER CORNER (Triangle) 3.85wx 3.50cm **£35.00**

BACK PAGE (Full Colour Only): FULL PAGE 12.8w x 19.0cm: **£350.00, HALF PAGE** 12.8w x 9.25cm: **£200.00**

DOUBLE PAGE **£260.00 DOUBLE PAGE CENTRE SPREAD** **£300.00**

FOR GUARANTEED PRIME POSITIONS: Inside front & back pages and pages 3 and 5, **add 25%**, page 4, early right-hand pages, plus 3rd, 4th & 5th pages from back, **add 15%**, other right hand pages **add 10%**. This applies to colour ad prices only. No guarantees for mono, though every effort will be made to accommodate where possible.

LEAFLET DISTRIBUTION: £30 per 1000 (9-12K), **£35** per 1000 (6-9K), **£40** per 1000 (3-6K), **£45** per 1000 (1-3K)

LEAFLET PRINTING: eg 5,000-£130 / 10,000-£240 / 12,000-£275 double-side A5 gloss, 135gsm. Inc. set up A/W
(Distribution and Printing Price Examples Apply to standard A5 135gsm page. Other sizes, weights and paginations on application)

Call Jan 01285 659673 / 07875 071555 to discuss / email info@cirencester-scene.co.uk

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