



ON OUR DOORSTEP

Your local indispensable Community Magazines

MEDIA PACK 2019



WHY CHOOSE ON OUR DOORSTEP?



The most established and
best-read independent
magazines in Salford.

A truly local magazine...

Putting our community at the
heart of everything we do.

Helping local businesses reach
their target audience.

- **Printed Copies:** 19,000
- **Readership:** 42,000+
- **Online Users:** 2,000+ (2018)
- **Format:** A5 glossy magazine. Published once every 2 months, with distribution spread over 2 months.
- **Established Since 2010:** The most well read and trusted local independent publication.
- **Unique:** The ONLY independent community magazine with editorial written for local people, by local people.
- **Largest Distribution:** delivering 19,000 copies door to door and published online.
- **Web & Social Media Audience:** Every issue can be read on our website. Every advert is posted on social media. Our reach extends beyond the physical distribution area.
- **A Longer Shelf Life:** 2 months per issue, making your advertising go further!
- **Read and Retained:** With entertaining and invaluable content residents hold onto back issues and refer to them again.
- **Advertising For All Budgets:** Choice and flexibility in how you promote your business.
- **Proven Track Record:** Over 75% of advertisers use us repeatedly.



ABOUT US

Since the magazine's launch in 2010, On Our Doorstep has become an indispensable community magazine. Dedicated to serving our community, each issue is packed with local information, events and topical articles creating a formula that connects us with our readers. This makes us the perfect medium for local businesses to reach out to potential new customers living in this sought-after area.

Heading into our 10th year of publishing, we bring some exciting changes to 2019. We are combining our two magazines, On Our Doorstep and Live it Local, to publish one bigger and better "On Our Doorstep" with a wider reach as we also extend into Mosley Common and Astley.

We will be introducing new features and articles and working harder to provide local companies with the opportunity to enhance their business.

WHAT OUR CLIENTS SAY

"On Our Doorstep is a great way to advertise. Extremely helpful and very efficient, they go out of their way to help and advise. We've gained regular guests who continue to visit us thanks to the adverts we have placed and it's so simple to arrange."

Lianne Harrison, Grill in the Park, Worsley Marriott

"I have used On Our Doorstep for over 7 years now and I have only ever missed 2 editions whilst off on maternity leave. We always get new and returning customers through the magazine. Forever helpful and patient, and the magazine always looks great."

Dawn Bate, Worsley Laser Clinic

"We have been advertising for approximately two years. These magazines 'stay around' the kitchen and people tend to keep for when needed. Several of our Clients and CARE-Givers have located us this way and are always happy to tell us that they have been keeping the magazine 'safe' for when needed. Susie is always professional, helpful and friendly. Nothing is ever too much trouble. These are the only publications that we use for advertising because we see results. We would definitely recommend!"

Susan Robinson, Home Instead Salford

"We have worked with On Our Doorstep magazine for over 5 years. We find it helps to promote our seasonal offers and to increase awareness of the restaurant to our core audience in and around Worsley. It's great that we also reach our target market via their social media channels and online too. We would definitely recommend local businesses looking to raise brand awareness and increase footfall to take a look."

Bernie Taylor, George's Dining Room & Bar

"We've worked with On Our Doorstep for many years now and every time we have used them we have had great service. Right from first contact, to the artwork and then through to the advertisement itself. They are always on hand to advise and help us with any questions we may have. Great value for money. I would highly recommend On Our Doorstep."

Hannah Thomas, Swinton Park Golf & Country Club

"Thanks again for all your support. We always ask where new donors have heard about our work and we have had new supporters as a result of you publicising our work in your magazine."

Wood Street Mission, Manchester



WHAT ON OUR DOORSTEP CAN OFFER YOU

- **Advertising:** Options to suit all sizes and types of businesses from an eighth page to double page spreads, or PRIME spaces where your advert will get seen the most.
- **Advertorial Feature:** Full or Half Page options available - it's a great alternative to a regular advert. Provide us with wording and images and we will design a stylish editorial layout for you.
- **Classifieds:** Ideal for those with a smaller budget but would like a regular presence. Rates start from just £35 per issue.
- **What's On Listings:** Promote classes and events in our most popular feature. Published in the magazine and online What's On guide.
- **Recipe Pages:** If you work with food, harness the power of recipes. Increase engagement and build a stronger sense of community with your customers. Widely read, often kept and even shared, it's an effective way to boost awareness for your business. Offered at a discounted rate to one business each issue.
- **Competitions:** For great PR and engagement, run a competition offering your product or services as a prize. We only run 1 per issue, so this will be an exclusive feature. Also promoted across our Social Media channels.
- **Special Features:** We often run seasonal and special features, offering lower rates for relevant local businesses to contribute editorially.
- **Leaflet Distribution:** We can deliver your leaflets with our magazines from £40 per thousand (min 5,000). We take a maximum of 3 different leaflets per issue.
- **Social Media:** All adverts are posted once on our social media channels at no extra cost. We also offer extra Social Media packages to reinforce your marketing with our local followers. Ideal for promoting offers, events and increasing brand awareness.
- **Print:** Contact us with your printing needs - from Leaflets to Banners, just ask!

DESIGN SERVICE: Don't worry if you haven't got artwork or an advert ready to go. We offer a low cost design service starting from just £15 for a Quarter Page advert. We can also design business leaflets and graphics for your social media posts - just ask and we'll do our utmost to help.

COVERAGE

Each issue will be distributed over 2 months

2 MONTHS

19,000 Distribution

42,000+ Readers



Month 1	Distbn	Postcodes
Worsley & Roe Green	3,000	M28 2
Walkden South	1,500	M28 7
Ellenbrook	1,000	M28 7
Boothstown	2,800	M28 1
Mosely Common	400	M28 1
Astley South	800	M29 7
Total	9,500	

Month 2	Distbn	Postcodes
Worsley	2,000	M28 2 M27 0
Swinton Park	650	M27 0 M27 5
Monton	1,800	M30 9
Ellesmere Park	900	M30 9
Claremont	4,150	M6 7 M6 8
Total	9,500	

OUR AUDIENCE

67%

AGED 30+

67%

EMPLOYED

63%

OFFICE/
PROFESSIONAL
OCCUPATION

84%

HOME OWNERS

40%

MORTGAGE FREE

Statistics based on 2011 Census

ADVERTISING

ADVERT SIZES

Trim size: 148mm x 70mm
Bleed size: 154mm x 73mm

FRONT COVER
BANNER

OUTSIDE
BACK COVER

Trim size: 148mm x 210mm
Bleed size: 154mm x 216mm

FULL PAGE

130mm(w) x 190mm(h)

HALF PAGE

130mm(w) x 92mm(h)

QUARTER
PAGE

63mm(w)
x 92mm(h)

EIGHTH
63mm(w)
x 45mm(h)

WHATS
ON
60 words

RATES

Rates are per 2-month issue (also expressed as a monthly equivalent)

Advert Size	1 issue (2 mths)	3 issues (6 mths)	6 issues (12 mths)	Artwork
REGULAR (Rate per issue)				
Full Page	£465 (£232.50 pm)	£420 (£210 pm)	£385 (£192.50 pm)	£25
Half Page	£265 (£132.50 pm)	£239 (£119.50 pm)	£219 (£109.50 pm)	£20
Quarter Page	£166 (£83 pm)	£150 (£75 pm)	£138 (£69 pm)	£15
Eighth Page	£100 (£50 pm)	£90 (£45 pm)	£83 (£41.50 pm)	
What's On (50 words)	£60	£54	£50	
PRIMES (Rate per issue)				
Front Cover	£550			£25
Back Cover	£665	£599		£25
Inside Front Cover/Page 5	£590	£531	£487	£25
Inside Back Cover	£510	£459	£421	£25
Centre Spread (2 pages)	£850	£765		£40
Double Page Spread	£790	£711		£40
WE ALSO POST YOUR ADVERT ON SOCIAL MEDIA AS PART OF OUR ADVERTISING SERVICE				
Online Business Directory Listing with weblink Online Business Directory Banner Advert		£30 for 12 months £10 per month		
Leaflet Distribution (min 5,000)		£40 per 1,000 (10k+) £45 per 1,000 (under 10k)		

Please note:

- Specific positions cannot be guaranteed except for Primes.
- No VAT charged
- Adverts must be paid for by the copy deadline.
- 3 issues or more must be paid by monthly Standing Order.

CLASSIFIEDS

41mm x 34mm
(w) (h)
£35 per issue

41mm x 34mm
(w) (h)
£35 per issue

85mm x 34mm
(w) (h)
£65 per issue

41mm x 70mm
(w) (h)
£65 per issue

New for 2019!

Classified advertising is a low cost and simple way for small businesses to connect with potential customers.

All you need to do is supply your text and logo and we will do the rest.

For a more complex advert design, we can do this for small £5 design fee.

SOCIAL MEDIA



We have a strong Social Media presence and following in the local community, actively promoting local events, businesses, charities and community groups on a daily basis.

We currently have over

2,500 friends & followers

3,700 followers

700 followers

...and growing

Through our social media channels we can **REINFORCE** your **LOCAL MARKETING** and increase **BRAND AWARENESS** to an audience that is directly relevant to you.

"THE QUICK BOOST" **£15**

7 posts over 2 weeks (ie. one every other day) of your magazine advert with a link to your social media page (for magazine advertisers only).

• **3 x Facebook | 3 x Twitter | 1 x Instagram**

Ideal for...

- Promoting special offers/promos/specific events
- Reinforcing the magazine advert

"THE EDITORIAL" **£100**

Run an editorial feature on your business across Facebook and Twitter: 3 posts p/w for 1 month. Supply 200 words, logo + 1 image and we'll do the rest!

Ideal for...

- Launching a new business/product/service
- General PR for established or new businesses

ISSUES & DATES

Issue	Copy Deadline	Distribution 1 w/c	Distribution 2 w/c
Feb-Mar19	18 th Jan 19	11 th Feb 19	4 th Mar 19
Apr-May19	8 th Mar 19	1 st Apr 19	29 th Apr 19
Jun-Jul19	10 th May 19	3 rd Jun 19	1 st Jul 19
Aug-Sep19	5 th Jul 19	29 th Jul 19	2 nd Sep 19
Oct-Nov19	13 th Sep 19	7 th Oct 19	4 th Nov 19
Dec19 -Jan20	8 th Nov 19	2 nd Dec 19	6 th Jan 20

Seasonal Topics & Events
Valentines, Weddings, Mothers Day, Easter, Proms
Easter Holidays, Proms, Summer, Fitness
Health & Fitness, Summer Beauty, Summer Holidays
Summer Holidays, Back to School, Weddings
Halloween, Christmas, Party Season, Fitness, Proms
Christmas, New Year, Fitness, Valentines, Proms



2019 SPECIAL OFFER THE COMPLETE PACKAGE

Get your Marketing organised for 2019

Our complete package gives you PRINT and ONLINE Marketing for a full year, taking away the stress of deciding what or how to advertise each month, freeing up your time to run your business.

This package includes:

1 x Full Page of Advertising for 12 months in Print and Online

2 x Half Page Printed Editorials per year

2 x monthly Social Media posts on Facebook, Twitter and Instagram with links back to your own pages to boost exposure

Business Directory Listing on our Website

A truly Comprehensive 12 month Package

only £210 p/m

For more information please contact:-

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