



On Our DOORSTEP

The local magazine people love and keep



Connecting Local Businesses
and Communities since 2010!

MEDIA PACK 2020



WHY CHOOSE *On Our* DOORSTEP?



Taking local businesses
directly to the homes of
their target audience.

The longest running and
most trusted community
magazine in Salford.

PEOPLE LOVE & KEEP THEM

With our What's On guide, competitions
and local features, residents take time
to read each issue and hold onto them
beyond their 2 month life.

DOOR TO DOOR DELIVERY

Magazines are hand delivered directly
through the letterbox, guaranteeing they
will be seen and picked up.

PRINT & ONLINE

Our advertising packages include online
marketing via our website and social media
channels, with direct links to your website
and social media pages.

20k

MAGAZINES
DELIVERED

50k

AUDIENCE

10

COMMUNITIES

READ ONLINE 24/7 • 6K+ FOLLOWERS





ABOUT US

The local magazine people love and keep!

This year we celebrate 10 years of publishing On Our Doorstep. We are the longest running independent community magazine in Salford and proud to be firmly established as a trusted source of local information.

Each issue includes articles specifically written for our residents, a What's On guide and competitions which engage and connect us with our readers. It makes us the perfect medium for local businesses to reach out to potential customers in this affluent and sought-after area which is constantly growing.

Since 2010 we have promoted close to 900 local businesses from small independents to large international brands such as the Marriott, and from new start-ups to established businesses - all seeking to flourish in the local community. With our additional services, we provide more channels to reach more customers.

Our vision is to help local businesses grow and thrive in the areas that we serve and assist in the creation of sustainable, successful enterprises that local people deserve. We aim to bring our communities closer together, reinforcing 'community spirit' and encouraging residents to shop locally and support our wonderful businesses.

OUR GROWING AUDIENCE

67%

AGED 30+

67%

EMPLOYED

63%

OFFICE/
PROFESSIONAL
OCCUPATION

84%

HOME OWNERS

40%

MORTGAGE FREE

Statistics based on 2011 Census



WHAT *On Our* DOORSTEP CAN OFFER YOU

OUR MAGAZINES

- **Print 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 be seen the most.
- **Editorial Features:** Full or Half Page options which entice people to stop and read about *you*. It's the ideal opportunity to showcase your services, share your expertise & more...
- **Mini Ads:** Ideal if on a limited budget but would like a regular presence at only £25 pm.
- **What's On Listings:** Promote classes and events in our most popular feature. Published in the Magazine and Online What's On guide.
- **Competitions:** For great PR and engagement, run a competition offering your product or services as a prize. An exclusive feature, also promoted across our Social Media channels.

More channels

TO REACH MORE CUSTOMERS

- **Leaflet Distribution:** An easy and effortless solution to getting your leaflets out to potential customers. Hand delivered to 20,000 homes and businesses by a professional team with GPS tracking.
- **Social Media Marketing:** We provide extra value by reinforcing every advert across our social media channels as part of the package.

In addition, we offer standalone Social Media marketing which can be used to run your own campaigns across our platforms. It's perfect for increasing brand awareness, driving traffic to your website and own social media pages or to promote specific offers.
- **Printing:** Offering a reliable service with a fast turnaround, contact us with your printing needs. From Leaflets to Banners, just ask!
- **Design Service:** We can design your advert, leaflets, social media graphics and more...

*From your initial enquiry to publishing your advert,
we make advertising with us a simple and effortless journey.*

We treat every advert with the same care and attention, as if it were our own.

“We've been advertising for two years and hopefully many more to come.
I highly recommend On Our Doorstep for their quality publication
and professionalism.”

Anthony Walker, The Height Carpets & Flooring

DISTRIBUTION AREA

ANOTHER 1,000 COPIES ADDED!

Increased to service the new developments

2 MONTHS

20,000 Copies

50,000+ Readers

Each issue is distributed over 2 months



Month 1	Distbn	Postcodes
Worsley & Roe Green	3,000	M28 2
Walkden South	1,800	M28 7
Ellenbrook	1,000	M28 7
Boothstown	3,000	M28 1
Mosley Common	400	M28 1
Astley South	800	M29 7
Total	10,000	

Month 2	Distbn	Postcodes
Worsley	2,000	M28 2 M27 0
Swinton Park	700	M27 0 M27 5
Monton	2,200	M30 9
Ellesmere Park	900	M30 9
Claremont	4,200	M6 7 M6 8
Total	10,000	

COPY DEADLINES & DISTRIBUTION DATES

ISSUE	COPY DEADLINE	DISTRIBUTION W/C	W/C
Feb-Mar20	10th Jan 2020	3rd Feb 20	2nd Mar 20
Apr-May20	6th Mar 2020	30th Mar 20	4th May 20
Jun-Jul20	8th May 2020	1st Jun 20	29th Jun 20
Aug-Sep20	3rd Jul 2020	3rd Aug 20	31st Aug 20
Oct-Nov20	11th Sep 2020	5th Oct 20	2nd Nov 20
Dec20-Jan21	6th Nov 2020	30th Nov 20	4th Jan 21





WHAT OUR CLIENTS SAY ABOUT *On Our* DOORSTEP



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, WORSLEY PARK MARRIOTT HOTEL



Perfect for local targeting and we always see tangible results from the activity we do.

DAN STRIBLING, SALFORD COMMUNITY LEISURE



One of the best things I've ever done!
I definitely recommend local businesses to try it.
One advert may bring a life long customer.

DAWN BATE, WORSLEY LASER CLINIC



To get people to know *who* you are, *where* you are and *what* products & services you offer - I cannot recommend On Our Doorstep highly enough.

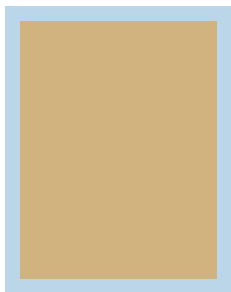
MIKE POVEY, ELLENBROOK COMPUTERS

**REGULAR ADVERTISING WORKS
HOW DO WE KNOW?**

**70% OF OUR ADVERTS ARE REPEAT CLIENTS
50% HAVE ADVERTISED 3 TO 10 YEARS!**

MAGAZINE ADVERTISING

Bookings are made PER ISSUE – each issue lasts 2 months



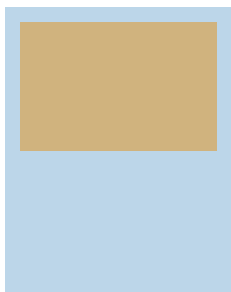
FULL PAGE ADVERT

130mm(w) x 190mm(h)

1 issue: £295 pm (£590 per issue)

3 issues: £266 pm (£532 per issue)

6 issues: £236 pm (£472 per issue)



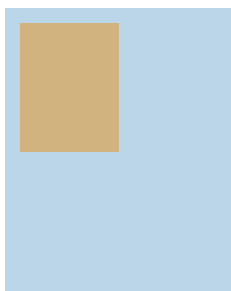
HALF PAGE ADVERT

130mm(w) x 92mm(h)

1 issue: £175 pm (£350 per issue)

3 issues: £158 pm (£316 per issue)

6 issues: £140 pm (£280 per issue)



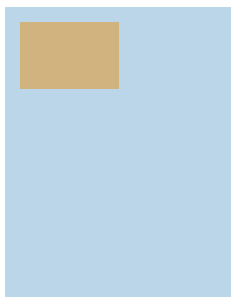
QUARTER PAGE ADVERT

63mm(w) x 92mm(h)

1 issue: £110 pm (£220 per issue)

3 issues: £99 pm (£198 per issue)

6 issues: £88 pm (£176 per issue)



EIGHTH PAGE ADVERT

63mm(w) x 45mm(h)

1 issue: £75 pm (£150 per issue)

3 issues: £68 pm (£136 per issue)

6 issues: £60 pm (£120 per issue)

MINI ADS 41mm(w) x 34mm(h)

£25pm (£50 per issue)

WHATS ON LISTING Max 60 words

£25pm (£50 per issue)

ONLINE BUSINESS DIRECTORY LISTING

£60 for 12 months

DESIGN SERVICE

Full Page £25 | Half Page £25 | Qtr Page £20 | Eighth Page £15

■ Adverts must be paid by the Copy Deadline ■ No VAT charged

Our Packages include:

1. Advertising in 20k copies of our **PRINTED** Magazine
2. Advertising in our **ONLINE** Magazine with click-through to your website
3. **SOCIAL MEDIA** Marketing across our own platforms



SAVE A FURTHER 5%
by paying full booking upfront

PREMIUM PAGES

FRONT COVER BANNER

1 issue: £349 pm (£698 per issue)

OUTSIDE BACK COVER

1 issue: £475 pm (£950 per issue)

3 issues: £428 pm (£856 per issue)

INSIDE FRONT or BACK COVER

1 issue: £375 pm (£750 per issue)

3 issues: £338 pm (£676 per issue)

PAGE 3

1 issue: £355 pm (£710 per issue)

3 issues: £320 pm (£640 per issue)

CENTRE SPREAD

1 issue: £610 pm (£1,220 per issue)

DOUBLE PAGE SPREAD

1 issue: £499 pm (£998 per issue)

3 issues: £449 pm (£898 per issue)

MORE WAYS TO MARKET



SOCIAL MEDIA



REINFORCE your **LOCAL MARKETING**

INCREASE BRAND AWARENESS

BUILD your **SOCIAL MEDIA FOLLOWING & WEBSITE VISITS**

With over 6,000+ followers on Social Media we can put you in front of an audience that is directly relevant to you across Facebook, Twitter and Instagram.

ADVERT BOOST	2 WEEKS Short & Sweet	1 MONTH Intense	3 MONTHS Regular Exposure
Add-on option to Magazine Advertising	Standalone Package	Standalone Package	Standalone Package
Daily post for 1 week	14 posts 1 per day	28 posts 1 per day / 4 weeks	36 posts 3 per week / 12 weeks
Magazine Advert	Up to 2 different messages	Up to 3 different messages	Up to 3 different messages
£25	£65	£115	£145
Reinforce & Boost your advertising	Build Awareness Run Special Offers Launch New Business	Build Awareness & Followers New Products/Services	Build Awareness Increase Followers & Website Visits



LEAFLET DISTRIBUTION

Another effective way to get your message to local residents! We deliver leaflets with our magazines - a minimum of 5,000 and maximum of 20,000. Spaces are limited so book early.

Up to 10k leaflets: **£45 per 1,000**

Over 10k leaflets: **£42 per 1,000**



DESIGN & PRINT

■ We offer a full advert design service from only £15

■ We can also design and print marketing material from Leaflets to Banners. For a professional service with a fast turnaround, email us and ask for a quote at sales@onourdoorstep.co.uk

THE COMPLETE PACKAGE

SAVE 30% WITH OUR ANNUAL BUNDLES

Get organised, get ahead and reach more customers with
PRINT and ONLINE MARKETING

Starter

£115 pm

- ✓ Quarter Page Advert in Printed Magazines for 12 months
- ✓ Quarter Page Advert in Online Magazine with weblink for 12 months
- ✓ Half Page Editorial in 1 issue (2 months)
- ✓ 3 Social Media posts per month
- ✓ Listing in Online Business Directory for 12 months
- ✓ Artwork & Design Support

Essential

£175 pm

- ✓ Half Page Advert in Printed Magazines for 12 months
- ✓ Half Page Advert in Online Magazine with weblink for 12 months
- ✓ Half Page Editorial in 1 issue (2 months)
- ✓ 5 Social Media posts per month
- ✓ Listing in online Business Directory for 12 months
- ✓ Artwork & Design Support

Ultimate

£295 pm

- ✓ Full Page Advert in Printed Magazines for 12 months
- ✓ Full Page Advert in Online Magazine with weblink for 12 months
- ✓ Upgrade to Premium Inside Back Cover in 1 issue (2 months)
- ✓ Full Page Editorial in 1 issue (2 months)
- ✓ 5 Social Media posts per month
- ✓ Promotion on our Facebook Cover 1 week
- ✓ Listing in Online Business Directory for 12 months
- ✓ Artwork & Design Support

For more information, please get in touch:

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