



# On Our DOORSTEP

The local magazine residents love and keep



## HELPING LOCAL BUSINESSES TO FIND NEW & REPEAT CLIENTS

MONTON • ELLESMERE PARK • CLAREMONT • SWINTON • WALKDEN  
WORSLEY • BOOTHSTOWN • ELLENBROOK • MOSLEY COMMON • ASTLEY

# MEDIA PACK 2022

MAY 22



# WHY CHOOSE *On Our* DOORSTEP?

We know how frustrating it can be trying to get your business in front of your ideal customer *and* to a large number of them.

## HOW WE CAN HELP...

We take your business directly to your target audience in the 20,000 copies we deliver to local homes each issue. We have been connecting with residents for 12 years. Readers trust our content, they want to see who is advertising and keep our magazines to read again and again.

## THE RESULT...

Advertise regularly and you will become a household brand. You will stay top of the residents' minds when they are ready to buy and be the "go-to" business in your field.



Publishing  
**12**  
YEARS

**Build, maintain and  
grow a business  
that you love.**

**20k**

MAGAZINES  
DELIVERED

**50k**

RESIDENTS

**10**

COMMUNITIES

READ ONLINE 24/7 • 8K+ FOLLOWERS





## ABOUT US

This year we celebrate 12 years of publishing On Our Doorstep. We are the longest running independent community magazine in Salford and proud to be a trusted source of local information.

Every issue includes local editorial, a What's On guide, puzzles, competitions and more - all designed to engage and connect us with our readers. It makes the magazines the perfect medium for local businesses to reach out to potential clients in this affluent and sought-after area.

We have promoted over 900 local businesses from small independents to large international brands like the Marriott. It's ideal for new start-ups to established businesses and together with Social Media Marketing and Leaflet Distribution, we offer multiple ways to promote your services.

Our vision is to help our clients become the "go to" business in their field, gain new and repeat clients so they can build long term sustainable businesses that they love. We aim to bring the community closer together, encouraging residents to shop locally and support the local economy.

## Our readers are your potential clients...

We serve an affluent community.

Over 65% of the population is aged over 30 and employed in office or professional occupations.

Over 80% are homeowners and approximately half of those are mortgage free.

Residents are cash rich but time poor. They like to enjoy their leisure time and to go out and also take great pride in their homes.

Many people move to this area with long term plans and to raise families so will invest in their homes. Residences are predominantly houses and not apartments.

## Why advertise in a local magazine?

“ It's a well respected local magazine, read by many, so reaches the local target market. The magazine stays with the local residents and is read/flicked through frequently, so the advertising is always in front of our target clients. ”

*Des Dawes, Will & Probate Services Manchester (advertising since 2019)*

- People take more time to read a printed magazine and keep them for future use.
- Residents are invested in their community and are already interested in who you are and what you have to offer.
- They want to see your advert in the magazine.



# WHAT *On Our* DOORSTEP CAN OFFER YOU

## OUR MAGAZINES

- **Print Advertising:** Options to suit all budgets from eighth page adverts to double page spreads. Plus, PRIME spaces where you will get the best exposure. *(Every issue is published online and all adverts posted on social media.)*
- **Editorial Features:** Full or Half Page options which entice people to stop and read about *you*. Gain some great PR - showcase your services, be seen as the local expert...
- **Shop Local Guide Listing:** Ideal for local artisans and small businesses on a budget.
- **What's On Listings:** Promote classes and events in this indispensable feature. Published in the magazine and online.
- **Competitions:** Great PR and engagement! Run a competition offering your product or services as a prize. Also promoted across our Social Media channels.

## MORE WAYS TO MARKET

- **Leaflet Distribution:** An effortless solution to getting your leaflets to potential customers. Hand delivered with our magazines, with GPS tracking.
- **Social Media Marketing:** Reinforce your advertising with a low cost add-on package, or run your own standalone campaign across our Facebook, Instagram and Twitter pages.  
  
Show up more and increase interest in your business, drive people to your website and your own social media pages. Great too for promoting special offers and staff vacancies.
- **Printing:** Fast and reliable printing of your marketing materials, from leaflets to banners. Contact us for a quote.
- **Graphic Design:** We can design your advert, leaflets etc... and advise on best content and layout.

“Showing up regularly and consistently  
is the most effective type of marketing”

- BUILD YOUR KNOW, LIKE & TRUST FACTOR
- STAY TOP OF MIND ■ BECOME THE “GO-TO” BUSINESS
- GAIN NEW & REPEAT CUSTOMERS

# DISTRIBUTION

## HAND DELIVERED DOOR TO DOOR

GPS Tracked Distribution

**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
<b>Total</b>	<b>10,000</b>	

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
Clarendon	4,200	M6 7   M6 8
<b>Total</b>	<b>10,000</b>	

## COPY DEADLINES & DISTRIBUTION DATES

ISSUE	COPY DEADLINE	DISTRIBUTED W/C	DISTRIBUTED W/C
Feb-Mar22	7th Jan 2022	31st Jan 22	28th Feb 22
Apr-May22	4th Mar 2022	28th Mar 22	2nd May 22
Jun-Jul22	6th May 2022	30th May 22	27th Jun 22
Aug-Sep22	1st Jul 2022	1st Aug 22	29th Aug 22
Oct-Nov22	9th Sep 2022	3rd Oct 22	31st Oct 22
Dec22-Jan23	4th Nov 2022	28th Nov 22	2nd Jan 23





# WHAT OUR CLIENTS SAY ABOUT *On Our* DOORSTEP



We have been incredibly busy with full sign ups and enquiries over the past few weeks which has been helped by our recent advert.

*STEVE WEBSTER, WORSLEY PARK MARRIOTT LEISURE*



We advertise regularly for our independent business in Walkden and receive a good response. The magazine carries great content for local users.

*SID SETHI, SPECSCART*



We were delighted with the response and the level of enquiries, many have become our clients. I thoroughly recommend advertising here.

*KEVIN EDWARDS, CORE 30 FITNESS CENTRE*



We've been advertising for 11 years and are delighted to let people know about our business through the magazine. The quality is excellent.

*HELEN KAY, URBAN STAGE OF PERFORMING ARTS*

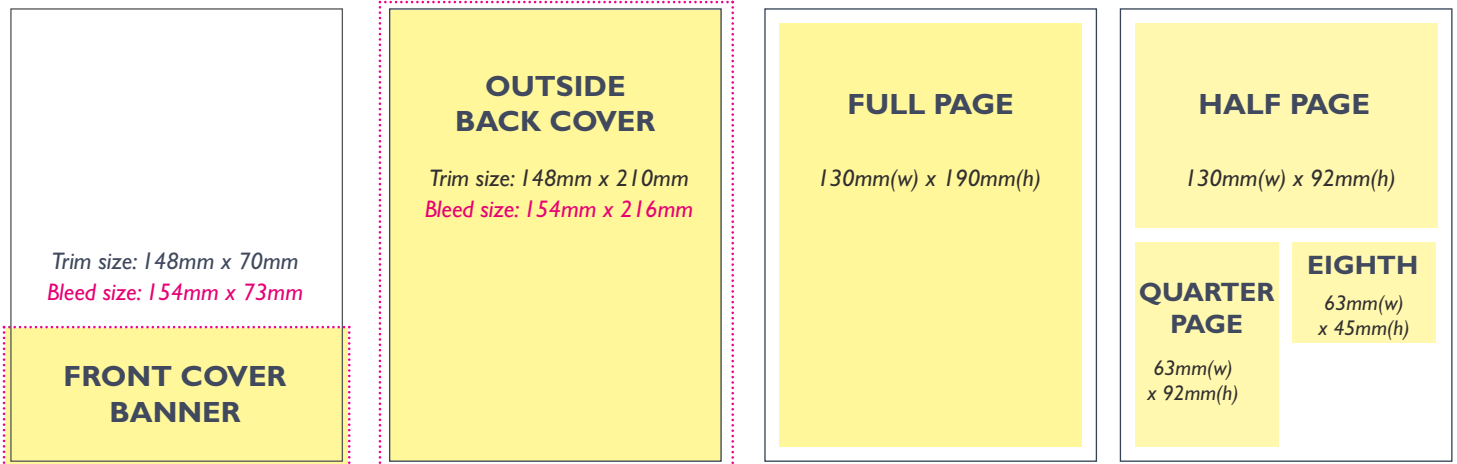
**LONG TERM ADVERTISING WORKS  
HOW DO WE KNOW?**

**70% OF OUR ADVERTS ARE REPEAT CLIENTS**

**50% HAVE ADVERTISED FOR 2-12 YEARS!**

# MAGAZINE ADVERTISING

## ADVERT SIZES



## ADVERTISING RATES

Minimum booking 1 issue = 2 months

ADVERT SIZES	1 ISSUE (2 months)	3 ISSUES (6 months)	6 ISSUES (12 months)	DESIGN
Full Page	£340pm £680 per issue	£306pm £612 per issue	£272pm £544 per issue	£35
Half Page	£210pm £420 per issue	£189pm £378 per issue	£168pm £336 per issue	£25
Quarter Page	£130pm £260 per issue	£117pm £234 per issue	£104pm £208 per issue	£20
Eighth Page	£80pm £160 per issue	£72pm £144 per issue	£64pm £128 per issue	£15
Shop Local Listing	£30pm £60 per issue (Image + short text)			<b>SAVE 5% MORE</b> Pay 3-6 issue booking upfront
What's On Listing	£30pm £60 per issue (Text only: 60 words)			
Premium Online Business Directory Listing	£8pm or £80 annually (Image + text)		<b>ADD ON!</b>	

BOOK 6 MONTHS  
**SAVE 10%**

BOOK 12 MONTHS  
**SAVE 20%**

**SAVE 5% MORE**  
Pay 3-6 issue booking upfront

**ADD ON!**

### PREMIUM PAGES

FRONT COVER BANNER £370pm (£740 per issue)

OUTSIDE BACK COVER £525pm (£1,050 per issue)

INSIDE FRONT / BACK COVER £425pm (£850 per issue)

PAGE 3 / PAGE 5 £395pm (£790 per issue)

CENTRE SPREAD £680pm (£1,360 per issue)

DOUBLE PAGE SPREAD £600pm (£1,200 per issue)

Save 10% if booking 3 issues or more (excl. Front Cover Banner)

### SOCIAL MEDIA BOOST!

Increase your visibility by promoting your advert across our social media channels too!

Daily post for 1 week (7 posts)

**£30 ONLY**

(for magazine advertisers only)

Show up again - the more you are seen, the more you are remembered!

■ NO VAT CHARGED ■ ADVERTS MUST BE PAID BY THE COPY DEADLINE

# MORE WAYS TO MARKET



## SOCIAL MEDIA



**REINFORCE** your LOCAL MARKETING  
**SHOW UP IN MORE PLACES** • REACH NEW PEOPLE  
**BUILD** your SOCIAL FOLLOWING & WEBSITE VISITS

With 8,000+ followers on Social Media we can help you reach online customers in the community across Facebook, Twitter and Instagram. The more places you are seen, the better.

ADVERT BOOST	2 WEEKS Short & Sweet	1 MONTH Intense	3 MONTHS Regular Exposure
Add-on option to Magazine Advertisers	Standalone Package	Standalone Package	Standalone Package
<b>7 posts</b> Daily post for 1 week	<b>14 posts</b> 1 per day	<b>28 posts</b> 1 per day / 4 weeks	<b>36 posts</b> 3 per week / 12 weeks
Magazine Advert	Up to 2 different messages	Up to 2 different messages	Up to 3 messages Regular image changes
<b>£30</b>	<b>£70</b>	<b>£135</b>	<b>£175</b>
Show up again! Reinforce & Boost your Magazine Advert	Build Awareness Run Special Offers Launch New Business	Build Awareness & Followers New Products/Services	Increase Interest Build Followers & Website Visits



## LEAFLET DISTRIBUTION

**Grab attention with a well designed leaflet!**  
**Hand delivered to your target audience with our magazines.**

We deliver a minimum of 5,000 and maximum of 20,000 leaflets. Spaces are limited so book early.

Up to 10k leaflets: **£55 per 1,000**  
 Over 10k leaflets: **£50 per 1,000**



## DESIGN & PRINT

- **ADVERT DESIGN:** Let us design a great advert for you!
  - **GRAPHIC DESIGN SERVICE:** An affordable standalone service for marketing materials from Leaflets to Banners.
  - **PRINT SERVICE:** For all your printing needs - great quality, fast turnaround and a professional service.
- Email us for a quote at [sales@onourdoorstep.co.uk](mailto:sales@onourdoorstep.co.uk)



Reach **MORE POTENTIAL CUSTOMERS** in 2022  
with regular **PRINT** and **DIGITAL MARKETING**

# THE COMPLETE PACKAGE

## SAVE 30% WITH OUR ANNUAL BUNDLES

### Starter

**£130** 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)
- ✓ 1 Social Media post per week
- ✓ Listing in Online Business Directory for 12 months
- ✓ Artwork & Design Support

### Essential

**£210** 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)
- ✓ 2 Social Media posts per week
- ✓ Listing in online Business Directory for 12 months
- ✓ Artwork & Design Support

### Ultimate

**£340** 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)
- ✓ 2 Social Media posts per week
- ✓ Premium Listing in Online Business Directory for 12 months
- ✓ Artwork & Design Support

## BUILD, MAINTAIN & GROW YOUR BUSINESS

For more information, please get in touch:

**Susie: Editorial & Advertising**

**T: 07967 978831**

**E: [sales@onourdoorstep.co.uk](mailto:sales@onourdoorstep.co.uk)**

**[www.onourdoorstep.co.uk](http://www.onourdoorstep.co.uk)**

