



On Our Doorstep & LiveitLocal

your INDISPENSABLE LOCAL COMMUNITY magazines

Covering 18,000 local households and businesses across:
Worsley, Roe Green, South Walkden, Ellenbrook, Boothstown, Monton,
Ellesmere Park, South Swinton and Claremont.



Media Pack 2017

www.onourdoorstep.co.uk
Tel: 0161 790 2504

The most established and best-read independent magazines in Salford!
Truly local community magazines, putting local businesses, community groups and charities first.
Why go anywhere else to advertise your business?

About our magazines

On Our Doorstep and Live it Local magazines are indispensable guides to local community news, events and services. In total, they are distributed to 18,000 households & businesses in the affluent area of Worsley and the neighbouring villages.

On Our Doorstep launched in 2010 to 5,000 households in Worsley, rapidly growing to 13,000 by 2012. Building on its success, Live it Local was set up in 2013 to serve another 5,000 homes.

Dedicated to serving the local community, they are high quality, glossy magazines and have proven to be an invaluable medium for local businesses to promote their services direct to their local audience.

Each issue is also published online, extending our reach beyond the physical distribution, and we actively promote our clients' on social media.

Why advertise with us?

- **Unique:** We are the only community magazine devoted to this area with dedicated editorial content.
- **Largest distribution:** of any local magazines in this area, distributing 18,000 copies, reaching over 40,000 residents, plus more readers online.
- **Web & Social Media:** Every issue is published on our website, and every advert is posted on social media, extending your reach beyond the 18,000 households and businesses we distribute to.
- **A longer shelf life:** 2 months per issue, so your advertising lasts longer, and indefinitely online.
- **Read and Retained:** Every issue is informative and entertaining, with plenty of useful content, helping to keep it *on* the coffee table and *out* of the recycle bin. Some residents hold onto every issue!
- **Choice and flexibility:** of advertising sizes to suit your budget, with discounts for series bookings. Plus, options to promote your business via colour adverts, editorials, competitions, leaflet distribution or social media.

Feedback from our clients...

"We have advertised in On Our Doorstep for over 3 years now. We know for our business it is a "slow-burn" and advertising for the long term is key. It has really worked well for us and we have just had the busiest summer ever. We are now going to advertise in Live it Local for the next 12 months as well."

Irlam Estates Financial Services, Irlam

"I have been advertising with On Our Doorstep for nearly four and a half years now and would definitely recommend it to other businesses in the local area. We have had a lot of new business from our advertising and I use the magazine to find other local businesses too. We also advertise in Live it Local on an ongoing basis now."

Worsley Laser Clinic, Roe Green

"The college has regularly advertised in both On Our Doorstep since 2012 and Live it Local since 2013, and found both publications most beneficial in promoting the college to the local community in raising general awareness of what the college can offer. Great publications we hope to continue to use!"

Salford City College

"We enjoy working with the team at On Our Doorstep and Live It Local and receive an excellent response to our adverts."

Hunters Estate Agent, Worsley

"Thank you again for last months advert (first advert in On Our Doorstep). I got great feedback off it. I'm now considering upping my advertising and running an advert in your other magazine Live it Local." (Mike is now running adverts in both magazines for the full year).

ZeroDrytime, Worsley



Distribution



Distribution & Availability

- Magazines are hand-delivered and delivery is completed in the first week of each issue to households and businesses within the highlighted areas.
- Residents can also pick up copies from selected community centres and local businesses.
- Digital copies are available online on our website, enabling the magazines to reach a wider audience.

Magazine Format

- Full colour, A5 glossy community magazines, printed on 200gsm cover and 130gsm inside. Each issue is expertly finished to ensure your business is presented effectively and professionally.
- Every issue contains editorials written specifically for the local area, featuring charities & community groups, local history, business updates, competitions, seasonal articles, school holiday activities and a comprehensive What's On guide.

How to Book

- Choose your advert size
- Decide how many issues you want to advertise in.
- Email or telephone to book your space(s).

Artwork

Artwork should be **high resolution** (300dpi), **CMYK** colour format. Acceptable file types:-

- Adobe Acrobat PDF (preferred option)
- Adobe Photoshop, TIF or JPEG
- MS Powerpoint or MS Word

Note:- All fonts should be outlined or embedded in the artwork supplied.

Artwork must be supplied by the **Copy Deadline** (see timetable).

Email your file to: **sales@onourdoorstep.co.uk**

Payment Options

Payment must be made by the Copy Deadline (see timetables) in order to secure your space.

- **Bank Transfer** to "Zig Zag Ventures", Sort Code: 09-01-51, Account: 42204188
- **Credit Card** - please call 0161 790 2504
- **Cheque** - made payable to "Zig Zag Ventures"

Please note:-

- Late payments may be subject to interest charges.
- Cancellations:- For *NEW* bookings, cancellations must be confirmed in writing before the copy deadline. For *SERIES* bookings, cancellations must be confirmed 30 days before the copy deadline for the next issue. Failure to do this will result in a 50% cancellation charge.

Advert Sizes

<p>Trim size: 148mm x 70mm Bleed size: 154mm x 73mm</p> <p>FRONT COVER BANNER</p>	<p>OUTSIDE BACK COVER</p> <p>Trim size: 148mm x 210mm Bleed size: 154mm x 216mm</p>	<p>FULL PAGE</p> <p>130mm(w) x 190mm(h)</p>	<p>HALF PAGE</p> <p>130mm(w) x 92mm(h)</p>
			<p>QUARTER PAGE</p> <p>63mm(w) x 92mm(h)</p>
			<p>EIGHTH</p> <p>63mm(w) x 45mm(h)</p> <p>CLASSIFIED / WHATS ON 50 words text only</p>

Advertising Rates (per 2-month issue)

	On Our Doorstep			
Advert Size* Discount (approx)	1 issue	3 issues -10%	6 issues -17.5%	
Regular (Rate per issue)				
Full Page	£310	£279	£256	£25
Half Page	£175	£158	£144	£20
Quarter Page	£110	£99	£91	£15
Eighth Page	£60	£54	£50	
Classified/What's On (50 words)	£35	£32	£29	
Prime (Rate per issue)				
Front Cover	£370			£25
Back Cover	£450	£405		£25
Inside Front Cover/Page 5	£400	£360	£330	£25
Inside Back Cover	£350	£315	£289	£25
Centre Spread (2 pages)	£580	£522		£40
Double Page Spread	£540	£486		£40
* We promote ALL our advertisers on Social Media. Your advert will be posted on Facebook and Twitter as part of your advertising package.				
Online Business Directory Listing with weblink	£25 for 12 months			
Leaflet Distribution (min 3,000)	£38 per 1,000 (10k+) £42 per 1,000 (under 10k)			

Live it Local			
1 issue	3 issues -10%	6 issues -17.5%	
(Rate per issue)			
£170	£153	£140	£25
£95	£86	£78	£20
£60	£54	£50	£15
£40	£36	£33	
£25	£23	£21	
(Rate per issue)			
£200			£25
£250	£225		£25
£220	£198	£182	£25
£190	£171	£157	£25
£320	£288		£40
£290	£261		£40

Please note:

- 1) We cannot guarantee specific positions other than the Prime Positions listed above.
- 2) We do not charge VAT on these rates.
- 3) Adverts must be paid for by the copy deadline.

****ADDITIONAL 5% DISCOUNT AVAILABLE ADVERTISING IN BOTH ON OUR DOORSTEP & LIVE IT LOCAL!****

New!

Social Media Services



We have a strong Social Media presence and following in the local community with over...

■ **2,300 Facebook Friends / Likes**

■ **3,000 Twitter followers** ...and growing

With this we can **reinforce** your **local marketing** and **increase brand awareness** to an audience that is directly relevant to you.

Add-on Packages for Advertisers

Reinforce your message by posting your magazine advert daily on Facebook or Twitter. Weekly or Monthly options available.

Standalone Social Media Marketing

Available to non-advertisers: **60 posts** split between Facebook/Twitter/Instagram. Maximum of 3 set posts, spread over 1 or 2 months.

Social Media Packages

Daily posting of Advert for 1 week (add-on option for magazine advertisers)	£10 for 7 posts
Daily posting of Advert for 1 month (add-on option for magazine advertisers)	£35 for 30 posts
Social Media Marketing Campaign (open to all)	£90 for 60 posts

More Services available...

■ Design & Artwork Services

Great value design service for your adverts or leaflets!

■ Leaflet Distribution

A painless and efficient way to have your leaflets delivered door to door with our magazines.

■ Print Services

Ask us about printing flyers, business cards, posters, banners and more! Low rates, fast turnaround and a reliable service.

Issues & Deadlines

Season	On Our Doorstep			Live it Local		
	Issue	Copy Deadline	Distribution w/c	Issue	Copy Deadline	Distribution w/c
Christmas, New Year, Proms, Fitness, Valentines	Dec16 - Jan17	4 th Nov 16	28 th Nov 16	Jan-Feb17	9 th Dec 16	9 th Jan 17
Valentines, Weddings, Mothers Day, Easter, Proms	Feb-Mar17	13 th Jan 17	6 th Feb 17	Mar-Apr17	10 th Feb 17	6 th Mar 17
Easter Holidays, Proms, Summer, Fitness	Apr-May17	10 th Mar 17	3 rd Apr 17	May-Jun17	7 th Apr 17	1 st May 17
Fitness, Summer Beauty, Summer Holidays	Jun-Jul17	12 th May 17	5 th Jun 17	Jul-Aug17	9 th Jun 17	3 rd Jul 17
Summer Holidays, Back to School, Weddings	Aug-Sep17	7 th Jul 17	31 st Jul 17	Sep-Oct17	11 th Aug 17	4 th Sep 17
Halloween, Christmas, Party Season, Fitness, Proms	Oct-Nov17	15 th Sep 17	9 th Oct 17	Nov-Dec17	6 th Oct 17	30 th Oct 17
Christmas, New Year, Fitness, Valentines, Proms	Dec17 - Jan18	10 th Nov 17	4 th Dec 17	Jan-Feb18	8 th Dec 17	8 th Jan 18

For more information please contact:-

Susie: Editorial & Advertising | 0161 790 2504 | sales@onourdoorstep.co.uk

Louise: Advertising | 07890 268167 | info@onourdoorstep.co.uk

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