



On Our DOORSTEP

The local magazine residents love and keep



CONNECT WITH YOUR AUDIENCE & GROW YOUR BUSINESS

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

MEDIA PACK 2022



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.



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
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
Clarendon	4,200	M6 7 M6 8
Total	10,000	

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

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)

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	£300pm £600 per issue	£270pm £540 per issue	£240pm £480 per issue	£35
Half Page	£180pm £360 per issue	£162pm £324 per issue	£144pm £288 per issue	£25
Quarter Page	£115pm £230 per issue	£104pm £208 per issue	£92pm £184 per issue	£20
Eighth Page	£70pm £140 per issue	£63pm £126 per issue	£56pm £112 per issue	£15
Shop Local Listing	£25pm £50 per issue (Image + short text)			<div>SAVE 5% MORE Pay full booking upfront</div>
What's On Listing	£25pm £50 per issue (Text only: 60 words)			
Online Business Directory Listing	£7pm or £70 annually (Image + text)			

Premium

Add on!

PREMIUM PAGES

- FRONT COVER BANNER £330pm (£660 per issue)
 - OUTSIDE BACK COVER £475pm (£950 per issue)
 - INSIDE FRONT / BACK COVER £375pm (£750 per issue)
 - PAGE 3 / PAGE 5 £350pm (£700 per issue)
 - CENTRE SPREAD £625pm (£1,250 per issue)
 - DOUBLE PAGE SPREAD £540pm (£1,080 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)
- £25 ONLY**
(for magazine advertisers only)
- Show up again - the more you are seen, the more you are remembered!

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
7 posts 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 2 different messages	Up to 3 messages Regular image changes
£25	£65	£125	£165
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

Reach your target audience with an attention grabbing design. If kept, you will be looked at time and time again.

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: **£50 per 1,000**

Over 10k leaflets: **£47 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

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

THE COMPLETE PACKAGE

SAVE 30% WITH OUR ANNUAL BUNDLES

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

Essential

£180 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

£300 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:

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