



# 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 2018

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

"On Our Doorstep & Live it Local are a great way to advertise. Susie is extremely helpful and very efficient and goes out of her way to help and advise. We've gained some regular guests who continue to visit us thanks to the adverts we have placed and it's so simple to arrange an advert."

### **Worsley Park, Marriott Hotel & Country Club**

"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 advertising in Live it Local for the next 12 months as well."

### **Irlam Estates Financial Services, Irlam**

"We advertised our Christmas Party events with On Our Doorstep and Live it Local in the run up to Christmas. It proved very effective – we had a great response and received confirmed bookings. We will definitely be using the magazines next year."

### **AJ Bell Stadium**

"We were absolutely delighted at the response we received to our advert in both On Our Doorstep and Live It Local. As a result we had more new learners on a number of our courses than previously. Upon asking how they found out about us and what we do, they told us it was down to seeing the advert we had placed."

### **Corinth Training, Salford**

"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).

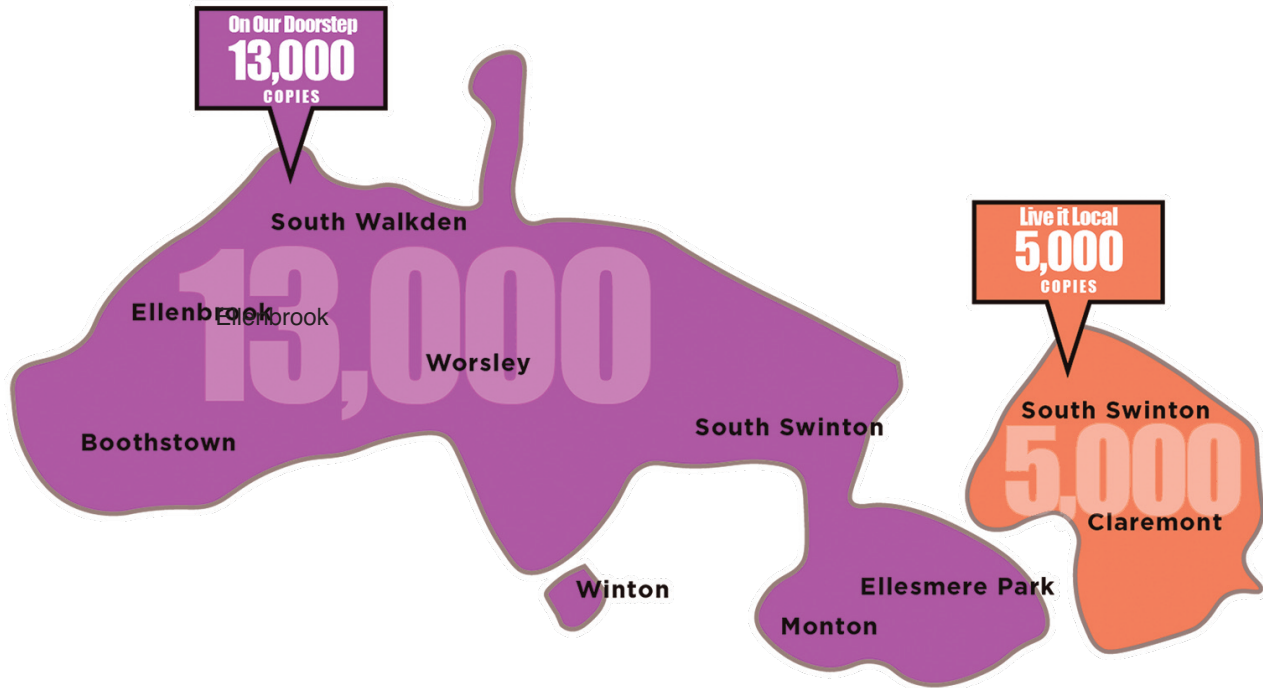
### **Zerodrytime, Worsley**

"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 so that's great."

### **Wood Street Mission, Salford**



## 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 / WHAT'S ON</p> <p>50 words</p>

## Advertising Rates (per 2-month issue)

	On Our Doorstep			Live it Local			Artwork
Advert Size* Discount (approx)	1 issue	3 issues -10%	6 issues -17.5%	1 issue	3 issues -10%	6 issues -17.5%	
Regular (Rate per issue)				(Rate per issue)			
Full Page	£320	£288	£264	£170	£153	£140	£25
Half Page	£180	£162	£149	£95	£86	£78	£20
Quarter Page	£115	£104	£95	£60	£54	£50	£15
Eighth Page	£60	£54	£50	£40	£36	£33	
Classified/What's On (50 words)	£35	£32	£29	£25	£23	£21	
Prime (Rate per issue)				(Rate per issue)			
Front Cover	£370			£200			£25
Back Cover	£450	£405		£250	£225		£25
Inside Front Cover/Page 5	£400	£360	£330	£220	£198	£182	£25
Inside Back Cover	£350	£315	£289	£190	£171	£157	£25
Centre Spread (2 pages)	£580	£522		£320	£288		£40
Double Page Spread	£540	£486		£290	£261		£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	£30 for 12 months						
Leaflet Distribution (min 3,000)	£40 per 1,000 (10k+) £45 per 1,000 (under 10k)						

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!\*\***



Plus!

## Social Media Services



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

■ **2,500 Facebook Friends / Likes**

■ **3,600 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: **50 posts** split between Facebook/Twitter/Instagram. Maximum of 3 set posts, spread over 1 to 3 months.

## Social Media Packages

Daily posting of Advert for 1 week (add-on option for magazine advertisers)	£15 for 7 posts
Daily posting of Advert for 1 month (add-on option for magazine advertisers)	£45 for 30 posts
Social Media Marketing Campaign (open to all)	£90 for 50 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	Dec17 - Jan18	10 <sup>th</sup> Nov 17	4 <sup>th</sup> Dec 17	Jan-Feb18	8 <sup>th</sup> Dec 17	8 <sup>th</sup> Jan 18
Valentines, Weddings, Mothers Day, Easter, Proms	Feb-Mar18	12 <sup>th</sup> Jan 18	5 <sup>th</sup> Feb 18	Mar-Apr18	9 <sup>th</sup> Feb 18	5 <sup>th</sup> Mar 18
Easter Holidays, Proms, Summer, Fitness	Apr-May18	19 <sup>th</sup> Mar 18	2 <sup>nd</sup> Apr 18	May-Jun18	6 <sup>th</sup> Apr 18	30 <sup>th</sup> Apr 18
Fitness, Summer Beauty, Summer Holidays	Jun-Jul18	11 <sup>th</sup> May 18	4 <sup>th</sup> Jun 18	Jul-Aug18	8 <sup>th</sup> Jun 18	2 <sup>nd</sup> Jul 18
Summer Holidays, Back to School, Weddings	Aug-Sep18	6 <sup>th</sup> Jul 18	30 <sup>th</sup> Jul 18	Sep-Oct18	10 <sup>th</sup> Aug 18	3 <sup>rd</sup> Sep 18
Halloween, Christmas, Party Season, Fitness, Proms	Oct-Nov18	14 <sup>th</sup> Sep 18	8 <sup>th</sup> Oct 18	Nov-Dec18	5 <sup>th</sup> Oct 18	29 <sup>th</sup> Oct 18
Christmas, New Year, Fitness, Valentines, Proms	Dec18 - Jan19	9 <sup>th</sup> Nov 18	3 <sup>rd</sup> Dec 18	Jan-Feb19	7 <sup>th</sup> Dec 18	7 <sup>th</sup> Jan 19

For more information please contact:-

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

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

**www.onourdoorstep.co.uk**