



On Our DOORSTEP

The local magazine people love and keep

On Our DOORSTEP
ISSUE 68 • DECEMBER 20/JANUARY 21




Wishing you a Happy & Healthy New Year!

WORSELY • ROE GREEN • BOOTHSTOWN • WALKDEN SOUTH • ELLENBROOK • MOSLEY COMMON • ASTLEY SOUTH • SWINTON SOUTH • MONTON • ELLESMERE PARK • CLAREMONT

Worsley Laser Clinic
BEAUTY SKIN AESTHETICS

Now available!
naturawhite
#1 LASER TEETH WHITENING

"The UK's best teeth whitening clinics with one easy 45 minute session!"

2A Ackerley House • Forrester St • Roe Green • Worsley • M28 2JL   
Tel: 0161 7991 808 or 07435 782200 info@worsley-laser-clinic.co.uk
www.worsley-laser-clinic.co.uk

On Our DOORSTEP
ISSUE 69 • FEBRUARY/MARCH 21

Shop Local for Valentine's & Mother's Day

WORSELY • ROE GREEN • BOOTHSTOWN • WALKDEN SOUTH • ELLENBROOK • MOSLEY COMMON • ASTLEY SOUTH • SWINTON SOUTH • MONTON • ELLESMERE PARK • CLAREMONT

Celebrating 11 years!

Helping Businesses to Increase Market Share
in their Local Community

MEDIA PACK 2021



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 shelf life.

DOOR TO DOOR DELIVERY

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

PRINT & ONLINE MARKETING

Every magazine is also accessible online
to further readers. Plus, each advert is
promoted across our social media pages
to a potential 7k followers.

20k

MAGAZINES
DELIVERED

50k

AUDIENCE

10

COMMUNITIES

READ ONLINE 24/7 • 7K+ FOLLOWERS





ABOUT US

The local magazine people love and keep!

This year we celebrate 11 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, puzzles, a What's On guide and competitions - all 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 900+ local businesses from small independents to large international brands such as the Marriott, and from new start-ups to established businesses. With our additional services, we provide more channels to reach further 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.

The Coronavirus pandemic has strengthened community spirit, encouraged us to shop on our doorstep and to support our local businesses. With a captive audience, readership of local magazines and social media pages has risen and there is no better time to promote your services to your local community.

OUR GROWING AUDIENCE

67%

AGED 30+

67%

EMPLOYED

63%

OFFICE/ PROFESSIONAL
OCCUPATION

84%

HOME OWNERS

40%

MORTGAGE FREE

£43k

AVG HOUSEHOLD
INCOME



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

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

COPY DEADLINES & DISTRIBUTION DATES

ISSUE	COPY DEADLINE	DISTRIBUTION W/C	DISTRIBUTION W/C
Feb-Mar21	8th Jan 2021	1st Feb 21	1st Mar 21
Apr-May21	5th Mar 2021	29th Mar 21	3rd May 21
Jun-Jul21	7th May 2021	31st May 21	28th Jun 21
Aug-Sep21	2nd Jul 2021	2nd Aug 21	30th Aug 21
Oct-Nov21	10th Sep 2021	4th Oct 21	1st Nov 21
Dec21-Jan22	5th Nov 2021	29th Nov 21	3rd Jan 22





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 11 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	£295pm £590 per issue	£266pm £532 per issue	£236pm £472 per issue	£35
Half Page	£175pm £350 per issue	£158pm £316 per issue	£140pm £280 per issue	£25
Quarter Page	£110pm £220 per issue	£99pm £198 per issue	£88pm £176 per issue	£20
Eighth Page	£70pm £140 per issue	£63pm £126 per issue	£56pm £112 per issue	£15
Mini Ad	£25pm £50 per issue [41mm(w) x 34mm (h)]			
What's On Listing	£25pm £50 per issue [Text only: max 60 words]			
Online Business Directory Listing		£60 for 12 months (£5pm)		

BOOK 6 MONTHS
SAVE 10%

BOOK 12 MONTHS
SAVE 20%

SAVE 5% MORE
Pay full booking upfront

Add on!

PREMIUM PAGES

FRONT COVER BANNER £325pm (£650 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 £610pm (£1,220 per issue)

DOUBLE PAGE SPREAD £495pm (£990 per issue)

Save 10% if booking 3 issues or more

SOCIAL MEDIA BOOST!

Increase your visibility by promoting your advert across our social media channels, the week after publication.

Daily post for 1 week (7 posts)

£25 ONLY

(for magazine advertisers only)

Reinforce your advert - the more you are seen, the more you are remembered!

MORE WAYS TO MARKET



SOCIAL MEDIA

REINFORCE your **LOCAL MARKETING**
INCREASE BRAND AWARENESS
BUILD your **SOCIAL MEDIA FOLLOWING & WEBSITE VISITS**

With over 7,000+ followers on Social Media we can put your business in front of a local 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 Advertisers	Standalone Package	Standalone Package	Standalone Package
7 posts Daily post for 1 week, or 1 post per week for 7 weeks	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 different messages
£25	£65	£115	£145
Reinforce & Boost your Advert	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: **£48 per 1,000**
Over 10k leaflets: **£45 per 1,000**



DESIGN & PRINT

- **ADVERT DESIGN:** If you don't have an advert, we can do it for you!
 - **GRAPHIC DESIGN SERVICE:** A standalone service for marketing materials from Leaflets to Banners. Starting from £35 for an A5 leaflet.
 - **PRINT SERVICE:** For all your printing needs - great print quality, fast turnaround and a professional service.
- Email us 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

£110 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

£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)
- ✓ 2 Social Media posts per week
- ✓ 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 or Page 5 in 1 issue (2 months)
- ✓ Full Page Editorial in 1 issue (2 months)
- ✓ 2 Social Media posts per week
- ✓ Listing in Online Business Directory for 12 months
- ✓ Artwork & Design Support

For more information, please get in touch:

Susie: Editorial & Advertising

T: 07967 978831

E: sales@onourdoorstep.co.uk

www.onourdoorstep.co.uk



Last updated 31st December 2020

