



W **WOLVERHAMPTON WEST** MAGAZINE

**Media
Pack and
Advertising
Guide**

Local magazine delivered to **25,000** selected homes and businesses

You can also read online at: www.wolverhamptonwestmag.co.uk



Wolverhampton West Magazine is a monthly full colour, high quality, B5 size glossy magazine launched in May 2010 and targets ABC1 home owners. We publish 12,500 copies each month with distribution alternating between 2 areas giving you a **total circulation of 25,000 copies** - including an online digital version.

The magazine contains both local and general editorial on Fashion, Beauty, Health, Home Interiors, The Local Property Market, Leisure – Gardening, Travel, Golf, Motoring, Restaurant Reviews, The Social Scene plus lots more.

A great platform for advertisers within the Wolverhampton and surrounding areas to promote their business and services to targeted addresses in the west side of Wolverhampton.

Advertising works best when done consistently. Not everyone will be in the market for your product or services ALL of the time. By maintaining a constant presence you will be "top of mind" with our readers WHEN they are ready to buy.

To encourage you to promote your business more effectively we offer

generous discounts in exchange for your long term commitment.

We offer advertisers:

Competitive Rates

Cost effective pricing makes it affordable for all business sectors.

One-to-One Consultations

Our experienced team will be pleased to visit you and present a tailored advertising campaign to suit the needs of your business.

Advertorial Features

Our talented feature writers and creative designers will combine to deliver an eye-catching advertising feature for your business.

Targeted Local Delivery

Our hand-picked distribution team deliver 25,000 copies of Wolverhampton West Magazine to targeted addresses in the west side of Wolverhampton.

25,000 copies hand-delivered!



Distribution Area 1

12,500 copies bi-monthly

Delivered to areas of:

Pattingham, Burnhill Green, Badger, Ackleton, Chesterton, Wightwick, Tettenhall, Compton, Perton, Perton Ridge, Albrighton, Seisdon, Trysull, Claverley, Wombourne, Lower Penn, Worfield and Hilton.

Distribution Area 2

12,500 copies bi-monthly

Delivered to areas of:

Tettenhall – Stockwell End, Lower Street, Aldersley, Claregate, Finchfield, Castlecroft, Compton, Merryhill, Bradmore, Penn, Bishops Wood, Tong, Codsall, Codsall Wood, Oaken, Coven, Calf Heath and Brewwood.

Total distribution of 25,000 copies.

Routes subject to change to maximise readership.

Booking Deadlines

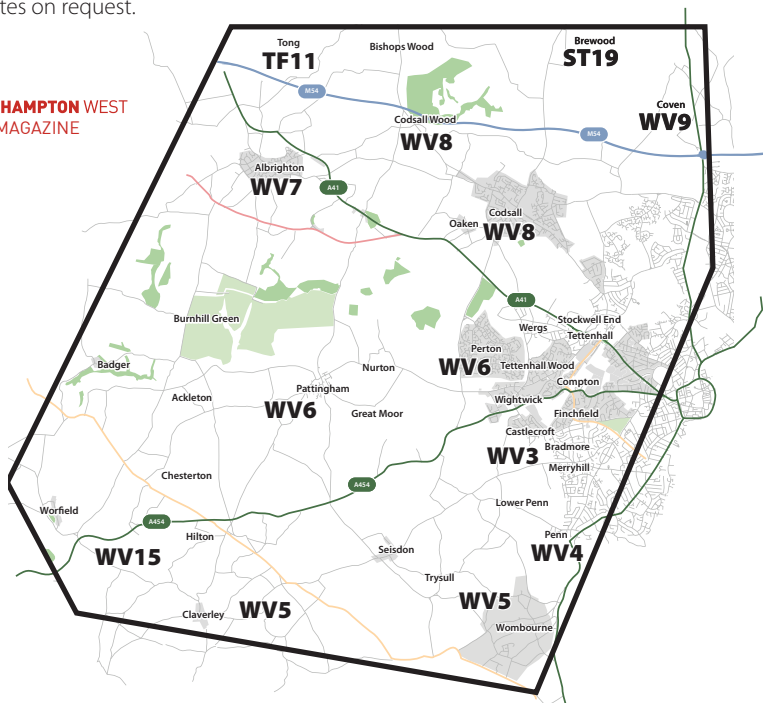
These vary from month to month. We have limited availability each month as a very high percentage of advertisers are long term bookings. Please call for full details.

Extra Options

Leaflet Delivery from £35 (excl. VAT) per 1,000 up to B5 size, single sheet/card only. Other sizes – quotes on request.



**25,000 copies
hand-delivered**





Full Page 218mm (h) x 140mm (w) (or as back page, below)

Standard Rate (excl. VAT)	Loyalty Rate (excl. VAT) Price quoted is per insertion (per month)			
1 month	4 months	6 months	12 months	
£479	£425	£383	£359	



1/2 Page 106mm (h) x 140mm (w)

Standard Rate (excl. VAT)	Loyalty Rate (excl. VAT) Price quoted is per insertion (per month)			
1 month	4 months	6 months	12 months	
£281	£252	£224	£203	



1/4 Page 106mm (h) x 67mm (w)

Standard Rate (excl. VAT)	Loyalty Rate (excl. VAT) Price quoted is per insertion (per month)			
1 month	4 months	6 months	12 months	
£155	£139	£124	£108	



1/8 Page 50mm (h) x 67mm (w) - Limited Spaces

Standard Rate (excl. VAT) Price quoted is per insertion (per month)
12 months minimum contract
£40



Back Page 245mm (h) x 170mm (w) +3mm Bleed

Standard Rate (excl. VAT)	Loyalty Rate (excl. VAT) Price quoted is per insertion (per month)			
1 month	4 months	6 months	12 months	
£719	£647	£611	£539	



Inside Front/Back Cover (as back page, above)

Standard Rate (excl. VAT)	Loyalty Rate (excl. VAT) Price quoted is per insertion (per month)			
1 month	4 months	6 months	12 months	
£575	£517	£460	£431	



Full Page Premium Positions Page 5, 7, 9, 11

Standard Rate (excl. VAT)	Loyalty Rate (excl. VAT) Price quoted is per insertion (per month)			
1 month	4 months	6 months	12 months	
£509	£458	£407	£382	

Design Services

We can provide a complete design service for you:

1/8 and 1/4 page: from £15 (excl. VAT)

1/2 page: from £20 (excl. VAT)

Full page: from £26 (excl. VAT)

Double page: from £30 (excl. VAT)

Amendments to adverts: from £5 (excl. VAT)

Complete adverts: Adverts

must be submitted in an acceptable file format: PDF, EPS, TIF, JPEG or PSD at 300 dpi and colours in CMYK. We cannot accept adverts created in Microsoft Word or Publisher.

Specification

Finished Size: 245mm (h) by 168mm (w).

Material: Gloss Coated.

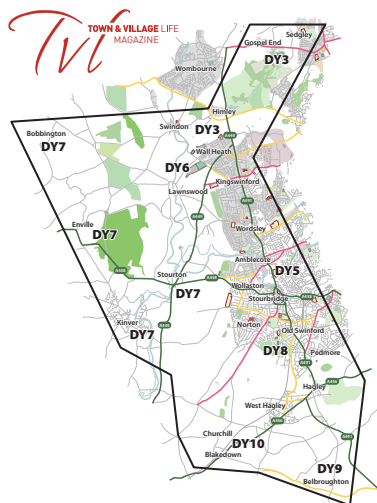
Cover: Gloss Laminate (outer covers).

Finish: Perfect bound and trimmed flush to size (If you are providing your own advert, please ask us for our advert templates before designing).

Interested in reaching Stourbridge and surrounding areas?

If so, ask for details on our sister publication:

Town & Village Life Magazine



Total circulation between both magazines 41,000 copies

For more details and to reserve your advertising space please contact:

Mandy White, Sales Manager

07375 052565

mandy@townandvillagelifemag.co.uk

Sarah Fisher, Business Development Manager

07519 665184

sarah@townandvillagelifemag.co.uk