



Essential Guide

LINKING LOCAL PEOPLE TO LOCAL BUSINESSES

We have **13** magazines covering the following areas...

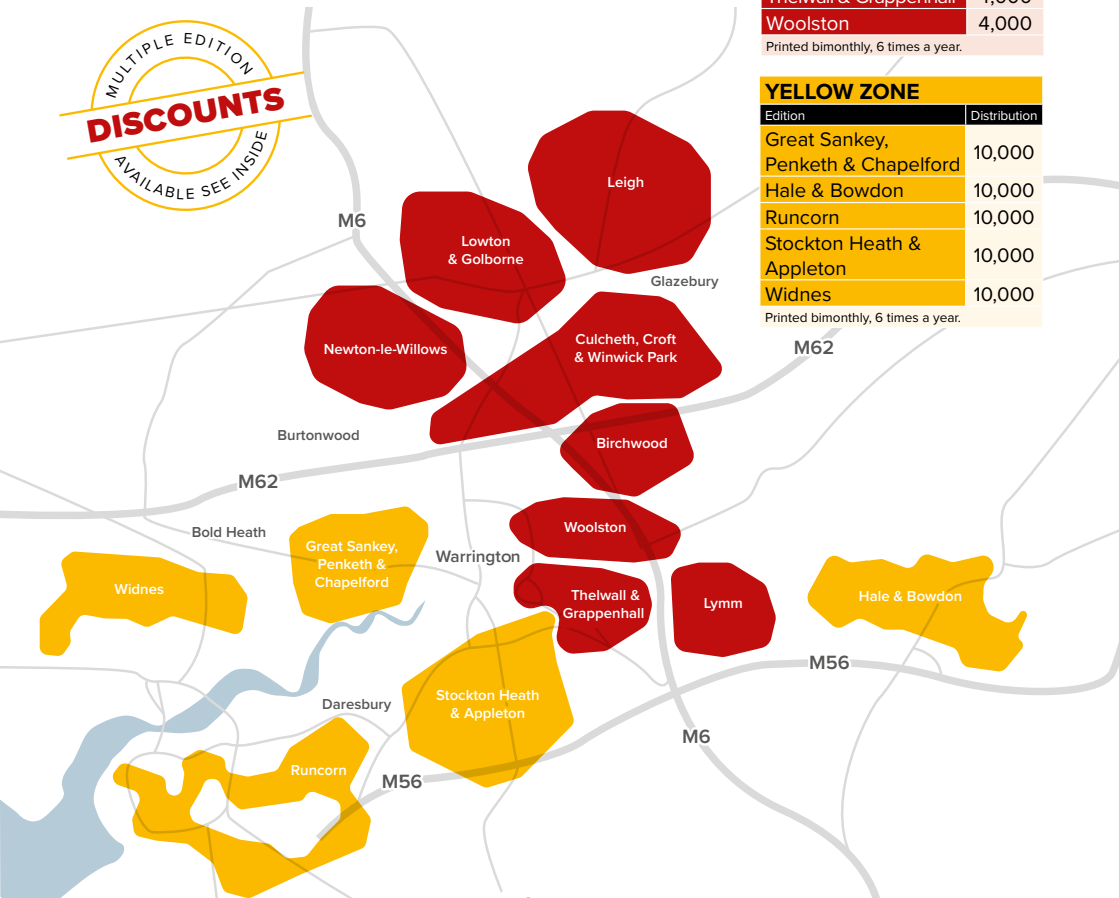


RED ZONE	
Edition	Distribution
Birchwood	3,000
Culcheth, Croft & Winwick Park	3,500
Leigh	5,000
Lowton & Golborne	4,000
Lymm	5,000
Newton Le Willows	5,000
Thelwall & Grappenhall	4,000
Woolston	4,000

Printed bimonthly, 6 times a year.

YELLOW ZONE	
Edition	Distribution
Great Sankey, Penketh & Chapelford	10,000
Hale & Bowdon	10,000
Runcorn	10,000
Stockton Heath & Appleton	10,000
Widnes	10,000

Printed bimonthly, 6 times a year.



Reaching **83,500** homes

Advertising Prices

PER MAGAZINE
PER ISSUE

RED ZONE AREAS

QUARTER PAGE

£50 or
£40

Based on regular advertising



64mm x 93mm

HALF PAGE

£80 or
£64

Based on regular advertising



132mm x 93mm

FULL PAGE

£130 or
£104

Based on regular advertising

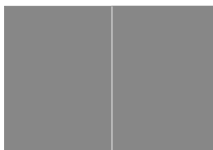


148mm x 210mm + 3mm bleed

DOUBLE PAGE

£210 or
£168

Based on regular advertising



296mm x 210mm + 3mm bleed

YELLOW ZONE AREAS

QUARTER PAGE

£90 or
£72

Based on regular advertising

HALF PAGE

£140 or
£112

Based on regular advertising

FULL PAGE

£240 or
£192

Based on regular advertising

DOUBLE PAGE

£400 or
£320

Based on regular advertising

Premium Pages

RED ZONE Premium Pages

Front Cover	£195
Back Cover	£195
Page 3/5/7/9	£150
Inside Front OR Back Cover	£150
Centre Spread	£250

YELLOW ZONE Premium Pages

Front Cover	£300
Back Cover	£300
Page 3/5/7/9	£275
Inside Front OR Back Cover	£275
Centre Spread	£450

All prices subject to VAT

Discount **SAVE UP TO 30%** ON OUR RATE CARD!

Regular Advertising = Familiarity = Trust = More Customers

The cheapest rates are reserved for regular advertisers (min 3 editions)

**SAVE
20%**



+ EXTRA DISCOUNTS

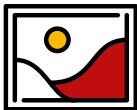
available if you want to go in more than one magazine

3 or more mags
SAVE AN EXTRA 5%

6 or more mags
SAVE AN EXTRA 10%

CLICK HERE TO GET AN INSTANT QUOTE

Essential Extras



Professional Advert Design - £25

If you don't already have a design then we can design one for you, with our professional graphic design team.



Premium QR Code - £25

A QR code can get a prospective user to your desired link without the hassle of typing and searching.



Guaranteed Right Hand Page - £25

If you have a preference for a right hand position then we are able to guarantee this for you. Price is per issue.

Essential Leaflets

5 reasons to use flyers for promoting your business

- ✓ Lots of print options
- ✓ Target your audience effectively
- ✓ Give your audience an incentive
- ✓ Measure their success
- ✓ Available for any budget

Print Costs

Qty	Value flyers 130gsm gloss	Premium flyers 250gsm gloss
5k	£110	£175
10k	£170	£300
15k	£245	£440
20k	£300	£575
25k	£355	£715

No VAT on leaflet print

Need a new leaflet design?

Just **£40**^{+vat}

Leaflet Delivery

We can deliver between 3,000 and 83,500 leaflets alongside our Essential Guide Mags.

£40 ^{+VAT}
per 1k



For more information please call

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www.essentialguide.co.uk

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