

# Grapevine Publications (Worcestershire) Limited

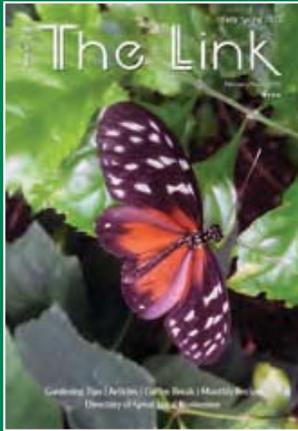
## Media Pack



## About Grapevine Publications

Every year we produce six issues of **The Grapevine**, **The Link** and the **Hereford Focus**, and eleven issues of the **Ledbury Focus**, which our hardworking and reliable distribution teams deliver **FREE**, to homes, pubs, shops, post offices, etc., in the **B49, GL19, HR8, WR7, WR10, WR11, WR13, CR3** and **CR8** postcode areas. All four magazines are also available online and regularly receive thousands of hits every month.

- The Grapevine and the Hereford Focus have an estimated 35,000 readers, whilst the Ledbury Focus and The Link have approximately 20,000 readers, with a further 2,500 to 3,000 online viewings of all four publications every month.
- All four are popular community and business magazines, full of excellent products and services, as well as interesting and informative articles on everything from recipes to gardening, pet care to financial advice, and much more.
- And all this is available on your doorstep.
- In spite of our large and ever-increasing distribution areas, The Grapevine, the Ledbury Focus, the Hereford Focus and The Link all remain very much an affordable local resource.



# Advertising Rates per magazine



## The Grapevine, The Link & Hereford Focus

## Ledbury Focus

| Advert Size   | Rate per Issue                    | Annual rate | Advert Size   | Monthly Rate   | Annual Rate |
|---|-----------------------------------|-------------|---|----------------|-------------|
| <b>Eighth page</b><br>62mm (w) x 45mm (h)   | £70 or £35 x 2 monthly payments   | £420        | <b>Eighth page</b><br>62mm (w) x 45mm (h)   | £35 per month  | £420        |
| <b>Quarter page</b><br>62mm (w) x 94mm (h) portrait<br>128mm (w) x 45mm (h) landscape | £100 or £50 x 2 monthly payments  | £600        | <b>Quarter page</b><br>62mm (w) x 94mm (h) portrait<br>128mm (w) x 45mm (h) landscape | £50 per month  | £600        |
| <b>Half page</b><br>62mm (w) x 190mm (h) portrait<br>128mm (w) x 94mm (h) landscape   | £180 or £90 x 2 monthly payments  | £1080       | <b>Half page</b><br>62mm (w) x 190mm (h) portrait<br>128mm (w) x 94mm (h) landscape   | £90 per month  | £1080       |
| <b>Full page</b><br>128mm (w) x 190mm (h)   | £320 or £160 x 2 monthly payments | £1920       | <b>Full page</b><br>128mm (w) x 190mm (h)   | £160 per month | £1920       |
| <b>Double page spread</b>   | £600 or £300 x 2 monthly payments |             | <b>Double page spread x 1</b>   | £300           |             |

**Premium pages** + 20% [inside front & back cover; back cover; pages 3, 5 & 9]

**Centre spread** £600 per issue

**Advert design** £25



# Editorial Packages per magazine

## The Grapevine, The Link & Hereford Focus

## Ledbury Focus

| Editorial  | Monthly Rate               | Annual rate | Editorial   | Monthly Rate               | Annual Rate |
|--|----------------------------|-------------|---|----------------------------|-------------|
| <b>Single</b> page x 1   | £180                       |             | <b>Single</b> page x 1  | £180                       |             |
| <b>Double</b> page x 1   | £260                       |             | <b>Double</b> page x 1  | £260                       |             |
| <b>Bronze package</b><br>1 x single page editorial<br>+ 6 quarter page adverts | £57 x 12 monthly payments  | £684        | <b>Bronze package</b><br>1 x single page editorial<br>+ 11 quarter page adverts | £57 x 12 monthly payments  | £684        |
| <b>Silver package</b><br>1 x single page editorial<br>+ 6 half page adverts    | £97 x 12 monthly payments  | £1164       | <b>Silver package</b><br>1 x single page editorial<br>+ 11 half page adverts    | £97 x 12 monthly payments  | £1164       |
| <b>Gold package</b><br>1 x single page editorial<br>+ 6 full page adverts      | £167 x 12 monthly payments | £2004       | <b>Gold package</b><br>1 x single page editorial<br>+ 11 full page adverts      | £167 x 12 monthly payments | £2004       |
| <b>Platinum package</b><br>1 x double page editorial<br>+ 6 full page adverts  | £177 x 12 monthly payments | £2124       | <b>Platinum package</b><br>1 x double page editorial<br>+ 11 full page adverts  | £177 x 12 monthly payments | £2124       |

### Discounts for multiple area bookings:

two areas 5% | three areas 10% | four areas 15%

**ALL PRICES ARE SUBJECT TO VAT @ 20%**

# Distribution Areas

## The Grapevine

The Grapevine is a bi-monthly publication. Six issues are delivered each year with 12,000 copies of each issue delivered door-to-door and to local shops, pubs, take-aways, etc, in:

- Bishampton
- Cowsden
- Defford
- Drakes Broughton
- Evesham
- Fladbury
- Flyford Flavell
- Hampton
- Inkberrow
- Lower Moor
- Pensham
- Peopleton
- Pershore
- Pinvin
- Throckmorton
- Upton Snodsbury
- Wick
- Wyre Piddle



## Hereford Focus

The Hereford Focus is a bi-monthly publication. Six issues are distributed each year, with 12,000 copies of each issue delivered door-to-door to:

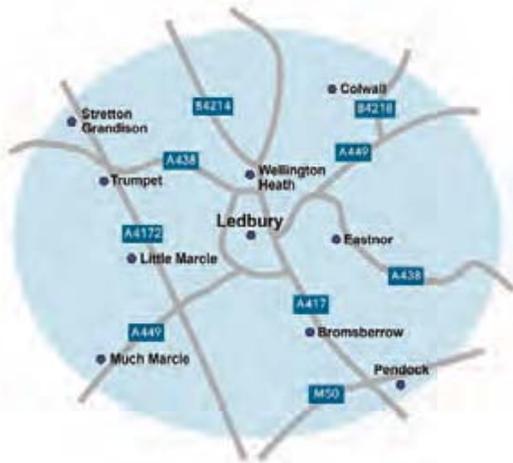
- Aylestone Hill
- Belmont
- Broomy Hill
- Burcot
- Eign Hill
- Hereford
- Holmer
- Lower Bullingham
- Saint Martins
- Three Elms
- Tupsley
- Westfields
- White Cross
- Widemarsh



## Ledbury Focus

Eleven issues of the Ledbury Focus are delivered each year (December/January is a joint issue) and 6,000 copies of each issue are currently distributed door-to-door throughout Ledbury, and to various shops, pubs, etc., in:

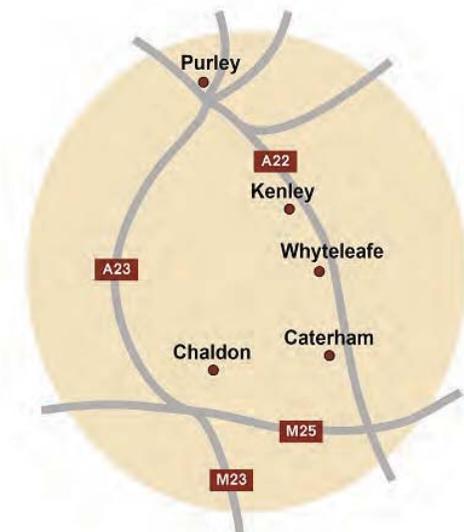
- Bromsberrow
- Colwall
- Eastnor
- Ledbury
- Little Marcle
- Much Marcle
- Pendock
- Red Marley
- Staunton
- Stretton Grandison
- Trumpet
- Wellington Heath



## The Link

The Link is a bi-monthly publication. Six issues are delivered each year with 10,000 copies of each issue delivered door-to-door to:

- Caterham
- Chaldon
- Kenley
- Purley
- Whyteleafe



# Testimonials

We have a 92% renewal rate over all three publications.

*This is what some of our customers have to say about us:*

"It has been a real asset to my business. My customers quite often say that my advert looks very professional and reassuring. Thank you to the team for supplying a fantastic local service at a very competitive price."

**Jason at JB Computers & Laptop Repairs**

"We have been advertising in the Ledbury Focus for many years, and we know from our ticket sales how effective that is. The huge advantage of the Ledbury Focus over general newspaper advertising is that people keep it, and dip into it throughout the month."

**Paul Graham - The Market Theatre**

"We have advertised in the Ledbury Focus continuously for many years and this has been a major contributing factor to the success of our business."

**Ian Brown - Director of B & B Services Ltd**

"I have been advertising my business in The Grapevine for many years and The Grapevine is the best form of advertising for me. I've always found it very easy to communicate with the team at The Grapevine and am extremely happy to be doing good business with them now and into the future."

**Chris Bottrell - Aztec Decorating**

"I have now advertised for several years, in which time my business has grown year on year. I am very happy with the professional manner in which Betty deals with questions or requests. It's a pleasure to advertise with this magazine."

**Dean Boswell**

**Dean Boswell Plumbing & Heating Services**

"Thanks to the Ledbury Focus we are the first port of call for so many older people in the Ledbury area. Our advertisements in the Ledbury Focus have enabled us to help more vulnerable and at risk people. We are very grateful."

**Kay Hurdidge - Chief Officer, Age UK Hereford & Localities**

## Terms & Conditions

### Advert Design & Copyright

There is a nominal charge of £25 for advert design.

Copyright of new designs will remain the property of Grapevine Publications. Should you wish to reproduce the advertisement in any other publication, permission and a release fee will be required.

Grapevine Publications reserves the right to charge a fee of not less than £100 where permission is not obtained.

Artwork is accepted on the understanding that there are no copyright restrictions. Grapevine Publications accepts no responsibility for artwork submitted with copyright restrictions.

### Payments

Payment for advertising in less than 3 issues is due in full when you place your order. For 6 or 12 months' advertising we will accept monthly Direct Debit payments.

### Payment Options

Cheque, BACS, Direct Debit, Credit & Debit Cards

### Cancellations

Cancellations must be received by the 1st of the month preceding publication to avoid being charged for space in the next issue.

Block bookings which are cancelled before the last issue will lose any discount applicable and will be charged at the full rate.