

Grapevine Publications (Worcestershire) Limited

Media Pack



About Grapevine Publications

Grapevine Publications is a small family-run business based in Worcestershire, not far from both Malvern and Ledbury. Our aim is to provide other local businesses with the best possible advertising at an affordable rate.

Throughout the year, our hard-working and reliable distribution teams deliver each issue of The Grapevine, the Ledbury Focus and the Hereford Focus, FREE, to homes, pubs, shops,

- post offices, etc., in the HR1 1, HR1 2, HR2 7, HR4 0, HR4 9 HR8, WR7, WR10, WR11 and WR13 postcode areas.
- The Grapevine and the Hereford Focus have an estimated 35,000 readers and the Ledbury Focus has approximately 20,000 readers, and all three magazines are also available to view on our website.
- All three are popular community lifestyle magazines, full of

- excellent products and services, as well as interesting and informative articles on everything from recipes to gardening, health and beauty tips to pet care, and much more. And all of this is available on your doorstep.
- In spite of our large and ever-increasing distribution areas, The Grapevine, the Ledbury Focus and the Hereford Focus all remain very much an affordable local resource.

Grapevine Publications (Worcestershire) Limited

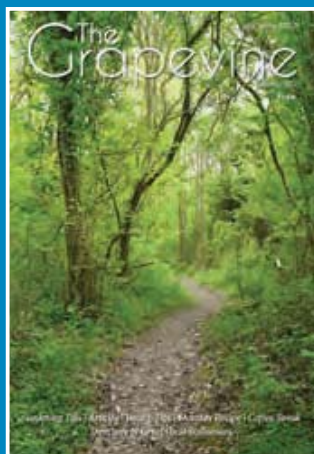
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Advertising & Editorial Rates



Ledbury Focus



The Grapevine



Hereford Focus

MONTHLY ADVERTISING RATES

LEDBURY FOCUS

FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE
£156 (12 months)	£92 (12 months)	£52 (12 months)	£36 (12 months)
£176 (6 months)	£104 (6 months)	£59 (6 months)	£41 (6 months)
£185 (4 months)	£110 (4 months)	£62 (4 months)	£43 (4 months)
£195 (1 month)	£115 (1 month)	£65 (1 month)	£45 (1 month)

THE GRAPEVINE & HEREFORD FOCUS

FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE
£156 (12 months)	£92 (12 months)	£52 (12 months)	£36 (12 months)
£176 (6 months)	£104 (6 months)	£59 (6 months)	£41 (6 months)
£185 (4 months)	£110 (4 months)	£62 (4 months)	£43 (4 months)
£195 (2 months)	£115 (2 months)	£65 (2 months)	£45 (2 months)

All rates quoted are **per month**, and are subject to VAT @ 20%

PREMIUM PAGES

FRONT COVER BANNER ADVERT **£180**
 BACK COVER ADVERT **£260**
 INSIDE FRONT & BACK COVERS, PAGES 3 & 5 **£220**
(minimum booking 6 months)

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 BUSINESS EDITORIALS & ARTICLES **£195**

ADVERT DIMENSIONS

EIGHTH PAGE	62mm (w) x 45mm (h)	
QUARTER PAGE	62mm (w) x 94mm (h) <i>portrait</i>	128mm (w) x 45mm (h) <i>landscape</i>
HALF PAGE	62mm (w) x 190mm (h) <i>portrait</i>	128mm (w) x 94mm (h) <i>landscape</i>
FULL PAGE	128mm (w) x 190mm (h)	154mm (w) x 216mm (h) <i>full bleed</i>

Reasons to advertise in your local community lifestyle magazine:

People Don't Fear Print Adverts ...

Responding to online adverts can be risky: is this a genuine advert – can I trust this person – will my personal details be stolen. These are just some of the reasons people prefer to deal with businesses who advertise in local magazines.

Longer Shelf Life ...

Readers like to keep each issue of their local magazine until the next one is delivered, giving adverts at least one month's shelf-life, as opposed to social media adverts which have a shelf-life of just a few hours.

Credibility – win trust by association...

We've been producing and delivering our magazines for over 12 years, so our readers know and trust our advertisers.

Ride the "support local" wave...

Most people prefer to deal with local businesses in order to support their local economy, which is why, when looking for products or services, the first place they look is our magazines.

More opportunity to be seen...

Because we deliver our magazines directly to our readers, you know they will see your advert regular as clockwork, in every issue in which you advertise.

More economical...

Advertising online – social media, Google ads, YouTube ads – can be very expensive, and rather hit-and-miss: there's no way of knowing if the people you are targeting will see your advert. We don't guarantee results, but we do guarantee your advert will be seen by our readers, and for a fraction of the cost.



Invoicing & Payment Terms

Payment terms are 14 days from date of invoice

Payment can be made by Cheque, BACS, Direct Debit, Credit or Debit Card

Long-term bookings can be paid monthly, or pay in full for 12 months and get 10% discount

Discounts for Multiple Area Bookings

Two areas 5% discount | Three areas 10% discount

Leaflet / Flyer Distribution

We can also distribute A5 leaflets, flyers and menus in any of our magazines.

One magazine £50 per 1000 | Two magazines £45 per 1000 | Three magazines £40 per 1000

Maximum of three leaflets per magazine, for maximum impact.

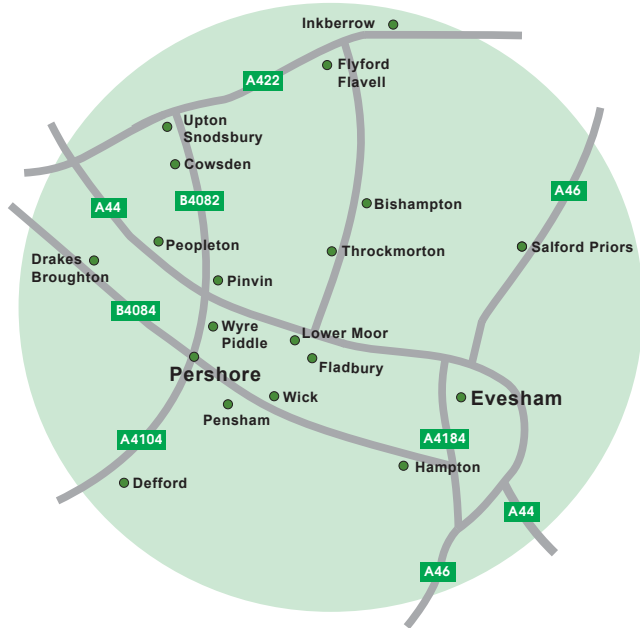
ALL PRICES ARE SUBJECT TO VAT @ 20%

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:

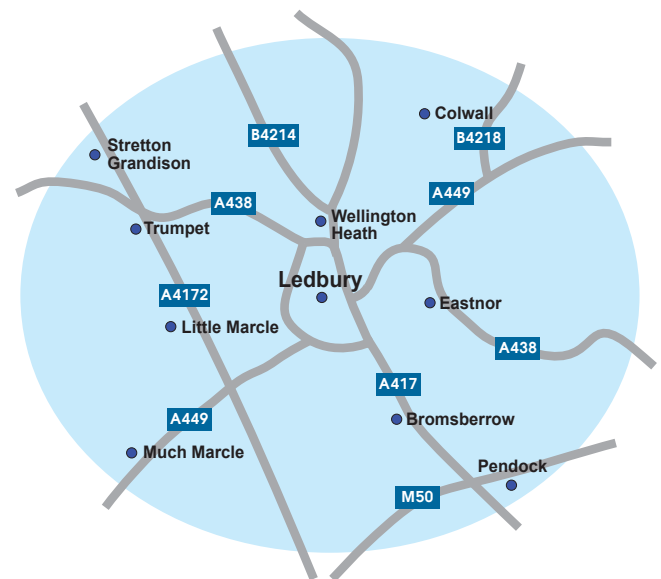
- Bishampton
- Cowsden
- Defford
- Drakes Broughton
- Evesham
- Fladbury
- Flyford Flavell
- Hampton
- Inkberrow
- Lower Moor
- Pensham
- Peopleton
- Pershore
- Pinvin
- Throckmorton
- Upton Snodsbury
- Wick
- Wyre Piddle



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



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



Testimonials

We have a 90% 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.