

2024

PRINT & DIGITAL MEDIA PACK

# THE BATH magazine


Bath's Biggest Magazine

THE BATH MAGAZINE

THEBATHMAG.CO.UK

THE WEEKEND EDITION

  THEBATHMAGAZINE

 FILMS BY THE BATH MAGAZINE



ONE MAGAZINE ONE CITY ONE MONTH





## ESSENTIAL INFORMATION AT A GLANCE

- The Bath Magazine has a well-established and effective letterbox delivery to the city's most affluent residential areas
- Every month the magazine is professionally delivered to 15,000 households - more than any other Bath title
- Our target properties are valued above £400,000
- 60% of magazines are delivered to properties valued in excess of £600,000
- A further 2,000 are delivered to businesses and are also available for free pick-up from points around the city and from our floorstands at supermarkets
- On average, we reach just over 3 readers per copy
- The Bath Magazine was launched in 2002

## DISTRIBUTION OVERVIEW

### PREMIUM RESIDENTIAL AND CITY CENTRE

Lansdown .....	1800
Richmond .....	300
Ensleigh .....	300
Weston .....	1200
Weston Park .....	600
Camden .....	400
Larkhall .....	300
London Road .....	500
Oldfield Park .....	500
Bear Flat .....	800
Lyncombe .....	300
Widcombe .....	800
Bathwick .....	750
Warminster Road .....	500
Crest Riverside .....	200
Combe Down .....	800
City Centre .....	1650

### BATH VILLAGES

Batheaston / Bannerdown.....	600
Bathampton.....	325
Northend .....	200
Monkton Combe .....	30
Newton St Loe.....	30
Corston .....	100
Englishcombe Village.....	50
Bathford .....	425
Southstoke .....	200
Limpley Stoke / Freshford .....	275
Claverton Village .....	40
Winsley / Turlough.....	450
Wellow & Combe Hay .....	200
Bradford on Avon .....	400

### ALSO AT :

Free to pick up copies are also available at key points throughout the city and surrounding villages. The Bath Magazine is supplied to large employers, businesses, retailers, hotels, estate agents, stylish cafés, art galleries, tourist offices and many farm shops and village stores.

We also have high capacity floor stands at: **Waitrose, M&S Foods (Twerton Lock), Sainsbury's (Centre), Tesco (Weston Village) and The Holburne Museum.**

## DISPLAY ADVERTISING RATES

All prices quoted are per insertion and **exclude VAT**

### DOUBLE PAGE SPREAD

SINGLE INSERT	£1985
3 SERIES (20% DISCOUNT)	£1590
6 SERIES (30% DISCOUNT)	£1390
12 SERIES (40% DISCOUNT)	£1190

### FULL PAGE

SINGLE INSERT	£1100
3 SERIES (20% DISCOUNT)	£880
6 SERIES (30% DISCOUNT)	£770
12 SERIES (40% DISCOUNT)	£660

### HALF PAGE

SINGLE INSERT	£600
3 SERIES (20% DISCOUNT)	£480
6 SERIES (30% DISCOUNT)	£420
12 SERIES (40% DISCOUNT)	£360

### QUARTER PAGE

SINGLE INSERT	£350
3 SERIES (20% DISCOUNT)	£280
6 SERIES (30% DISCOUNT)	£250
12 SERIES (40% DISCOUNT)	£200

### EIGHTH PAGE

SINGLE INSERT	£225
3 SERIES (20% DISCOUNT)	£180
6 SERIES (30% DISCOUNT)	£160
12 SERIES (40% DISCOUNT)	£135

### PREMIUM POSITIONS:

Outside Back Cover, Inside Front Cover, add 25% to the above full page price.

Page 3, add 15% to the full page price. Page 5, add 10% to the full page price. Other premium positions available on request. All premium positions are offered subject to availability.

**Advertising Agency Commission - 10%**



## DIGITAL ADVERTISING OPTIONS

WEBSITE . NEWSLETTERS . SOCIAL MEDIA .

With our weekly e-newsletters, a huge social media following, the city's most popular lifestyle website, and client film work there are lots of extra options and packages to suit all needs and budgets.

Here are just a few ideas to help:



- **Home Page and Global Sidebar Ad:** A premium panel portrait ad which is displayed in the sidebar on the right side of the homepage and also on our global sidebars next to posts across the website. The sidebar panel ad measures 300px wide x 425 px high. **£100 per week or £300 for 30 days.**
- **Home Page Banner:** A premium full-width banner for maximum impact on the homepage. Measures 1250px wide x 500 px high. **£150 per week or £350 for 30 days.**
- **PR Feature & Social Write Up:** This can be your very own feature page on our website. So let us be your PR agent and spread your message with the written word. With up to 1000 words and a collection of images you can really promote your services in depth and detail. We can update it regularly, and when it goes live we will also shout it out on our social networks. **£150 per 30 days, 6 months for £600, or 12 months for £900.**
- **Event Listing:** If you are looking to promote an individual event then our simple **Submit an Event** option is perfect. For just **£45** you can have your event featured in our website's What's On section – and space and date permitting, for just **£75** it will appear in the printed magazine listings too. The same price includes recurring events, but these are limited to 30 days.
- **Featured Events:** Add more information to your event listing – not only will the event be listed on the website's What's On calendar but you can take a full write-up, incorporating extra images and up to 250 words. We'll even give it a full 'Social Blast' too. This is available at just **£100** and can appear for up to 30 days prior to the event. Or if the event is an ongoing listing then **£100** per 30 day period.
- **The Weekend Edition e-newsletter Banners and Promotions:** Take a banner (645px wide x 300 px high) on our popular e-newsletter for just **£45** per week or **£135 for 4 weeks** of e-newsletter appearances. Or if you have a product you want to promote then opt for an image and text box at **£45** per e-newsletter.

Scheduled listing periods commence from date of first appearance. We aim to have all listings processed and live within 24 hours if required. Please note all prices exclude VAT.

## OR WHAT ABOUT A FILM PROMOTION?...

Talk to us about creating a promotional video



Let us create compelling videos for your website, YouTube or social media that will enchant your audience and showcase your brand. Whether to boost sales, generate awareness or simply to inform, the power of video creates a targeted and impactful message for your business.

**The films we make, we can promote on our channels too - that's a lot of extra exposure and new customers waiting to find you.**

## LOOSE INSERTS

'Piggyback' our professional distribution.  
Prices from only £60 per 1000.

Inserting a brochure, catalogue or any other printed product into our magazine is an excellent way of making sure your message really reaches the best audience. *Price - subject to weight and size limitations*

## ADVERTISING COPY DEADLINES AND PUBLISHING DATES 2024

ISSUE	DEADLINE	PUBLISHED
JANUARY 2024	<b>13 DECEMBER</b>	<b>29 DECEMBER</b>
FEBRUARY	<b>17 JANUARY</b>	<b>30 JANUARY</b>
MARCH	<b>14 FEBRUARY</b>	<b>27 FEBRUARY</b>
APRIL	<b>13 MARCH</b>	<b>26 MARCH</b>
MAY	<b>17 APRIL</b>	<b>30 APRIL</b>
JUNE	<b>15 MAY</b>	<b>28 MAY</b>
JULY	<b>12 JUNE</b>	<b>25 JUNE</b>
AUGUST	<b>17 JULY</b>	<b>30 JULY</b>
SEPTEMBER	<b>21 AUGUST</b>	<b>3 SEPTEMBER</b>
OCTOBER	<b>18 SEPTEMBER</b>	<b>1 OCTOBER</b>
NOVEMBER	<b>16 OCTOBER</b>	<b>29 OCTOBER</b>
DECEMBER	<b>11 NOVEMBER</b>	<b>26 NOVEMBER</b>
JANUARY 2025	<b>13 DECEMBER</b>	<b>30 DECEMBER</b>

## WEBSITE, SOCIAL & NEWSLETTER

Reach at July 2022

Website: 15 k+  
unique visits per month

26 k+ followers  
Twitter and Instagram

5000+  
Newsletter subscribers



## TECHNICAL DETAILS

Please supply artwork as high resolution PDFs.  
Created in CMYK, with any layers flattened.

## DOUBLE PAGE SPREAD

Please supply artwork as two separate full pages.

## FULL PAGE [Height x Width]

TRIM	275 x 210 mm
BLEED	281 x 216 mm
FLOAT (with page folio)	245 x 186 mm

## SAFE SETTING

Full Bleed and Trim Sizes are for images and colours to run off page. Please keep text and essential image elements at least 5mm inside the trim area.

## HALF PAGE [Height x Width]

VERTICAL	245 x 90 mm
HORIZONTAL	120 x 186 mm

## QUARTER PAGE [Height x Width]

PORTRAIT ONLY	120 x 90 mm
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## EIGHTH PAGE [Height x Width]

LANDSCAPE ONLY	60 x 90 mm
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## PRODUCTION CHARGES

If you are unable to supply print ready artwork or need professional help designing your advertising for The Bath Magazine, we can offer a bespoke design service; with setting charges starting from:

Quarter Page	£25
Half Page	£50
Full Page	£75

High resolution artwork released for other use:	£50
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## Proofing Charges:

First proof is included in booking price, however further amendments will be charged at £10 per proof. All of the above exclude VAT

TELEPHONE: (+44) 01225 424499

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