

2023

PRINT & DIGITAL MEDIA PACK

THE BATH MAGAZINE

Bath's Biggest Magazine

THE BATH MAGAZINE

THEBATHMAG.CO.UK

THE WEEKEND E-EDITION



THEBATHMAGAZINE

FILMS BY THE BATH MAGAZINE



ONE MAGAZINE ONE CITY ONE MONTH



Nobody does Bath better

beautifully produced, free monthly magazine celebrating living in the city of Bath. Appealing to discerning residents, workers and visitors, The Bath Magazine is firmly established as the city's most popular and widely-read lifestyle title. Every month - great editorial; all the best advertisers, and great quality.



A SENSE OF PLACE

When you need to re-think the best of Bath, it's not just the city's history that you need to consider. It's the people who live here, the people who work here, the people who visit here. It's the people who make Bath what it is. It's the people who make Bath what it will be.

I hope going over to Green Park Station and one day I thought 'I can't suggest this place!'



Lady in red (and purple)

For a woman who has spent her life in the theatre, it's not surprising that the actress who plays the role of the Lady in the play 'The Lady in the Red' is a woman who has spent her life in the theatre. She is a woman who has spent her life in the theatre. She is a woman who has spent her life in the theatre.

I was a punk in my early teens, and I saw The Clash at Bristol Exhibition Centre in 1977

Setting the tone



Bath's biggest monthly magazine

Did you know? We hand deliver to 15,000 households every month

We also have 2,000 copies for business, bulk drops and pick-up stands

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 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
Centre Residential	1400

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 / Turleigh.....	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 .

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's 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 **£40** you can have your event featured in our What's On section – and space and date permitting, for just **£70** 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.
- **E-Newsletter Banners and Promotions:** Launched in 2020 our weekly Newsletter continues to grow. Take a banner (645px wide x 300 px high) for just **£40** per Newsletter or **£100 for 4** newsletter appearances. Or if you have a product you want to promote then an image and text box at **£40** per 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 or a film and print package

We can create compelling videos that will enchant your audience and elevate your brand. Whether it's 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, are shown 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 2023

ISSUE	DEADLINE	PUBLISHED
JANUARY 2023	14 DECEMBER	30 DECEMBER
FEBRUARY	18 JANUARY	31 JANUARY
MARCH	15 FEBRUARY	28 FEBRUARY
APRIL	15 MARCH	28 MARCH
MAY	12 APRIL	25 APRIL
JUNE	17 MAY	30 MAY
JULY	14 JUNE	27 JUNE
AUGUST	19 JULY	1 AUGUST
SEPTEMBER	16 AUGUST	29 AUGUST
OCTOBER	13 SEPTEMBER	26 SEPTEMBER
NOVEMBER	18 OCTOBER	31 OCTOBER
DECEMBER	15 NOVEMBER	28 NOVEMBER
JANUARY 2024	13 DECEMBER	29 DECEMBER

WEBSITE, SOCIAL & NEWSLETTER

Reach at July 2022

Website: 15 k+
unique visits per month

26 k+ followers
Twitter and Instagram

4000+
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

TYPE AREA	270 x 190 mm
BLEED	303 x 216 mm
TRIM	297 x 210 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

VERTICAL	270 x 92 mm
HORIZONTAL	132 x 190 mm

QUARTER PAGE

PORTRAIT ONLY	132 x 92 mm
---------------	-------------

EIGHTH PAGE

LANDSCAPE ONLY	65 x 92 mm
----------------	------------

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

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

THE BATH MAGAZINE 2 PRINCES BUILDINGS, GEORGE STREET, BATH BA1 2ED

Email: sales@thebathmagazine.co.uk