

# CIRENCESTER AWARD WINNING LOCAL MAGAZINE SCENE

## ADVERTISING RATE CARD 2019

(NO VAT APPLIES)

### INSERTION

#### Guaranteed Prime Position:

<b>Front cover</b> Centre Box	76 x 122	£390
Footer Strap	28 x 122	£210
Top Banner	18 x 128	£144
Headline Box	34 x 36	£96

<b>Back page</b> Full Back Page	190 x 128	£390
<i>(Also available as: Two thirds, Half, Third, Quarter)</i>		

#### Inside Pages:

<b>Full Page</b>	<b>190 x 128 or 210 x 148</b> (plus 3mm bleed)	<b>£280</b>
<b>Guaranteed Positions</b> eg Inside Covers & Early or Right Hand pages + 20%.	<b>Half Page</b>	<b>£155</b>
	Third Page	£120
	<b>Quarter Page</b>	<b>£85</b>
	Sixth Page	£66
	<b>Eighth Page</b>	<b>£50</b>
	Twelfth Page	£35
	<b>Noticeboard</b> (back)	<b>£72/£105/£180</b> (3/6/12mth)

Book **Prime Ads** well in advance to guarantee.  
**1/3 deposit paid with booking.**  
Balance paid by 12th of month before print.

### DISCOUNTS (Inside pages) & Complimentary Editorial Offer:

- \*10%/15%/25% for three/six/twelve month block bookings. Paid in full in advance.
- \*Discretionary Pay-monthly discount available, min 3 month booking. Call for details.
- \*Option of a comp editorial space by ad, with block booking (min 1/8 x 6 mths or 1/4 x 3 mths). Size pro rata to size of ad booked. Full 500-600 words, Half 250-300, 1/4 120-150.

### LEAFLET & FLYER RATES

**Distribution:** Prices from £35 per 1000 for distribution of 12k leaflets.  
(Based on standard A5, 135gsm flyer OR A6 postcard)

**Printing:** Prices start at £140 for 5k, £250 for £10k and £285 for 12k.  
(Based on double-sided, A5, Gloss, Colour, 135gsm. Includes set up of Artwork)

\*\*\*Discretionary local charity/club/community group rates available\*\*\*  
Contact Jan on 01285 659673 or 07875 071555  
or [info@cirencester-scene.co.uk](mailto:info@cirencester-scene.co.uk)—[www.cirencester-scene.co.uk](http://www.cirencester-scene.co.uk)

## CIRENCESTER SCENE MAGAZINE

Delivering **12,500** magazines door-to-door every month, to homes and businesses in Cirencester and the surrounding villages.

“Bringing your business to the heart of the local community”

### What we say...

Based in Cirencester, we are a well established FREE magazine recognised as the hub of local community information; with updates on news and issues affecting our businesses; articles of interest, puzzles, competitions, recipes, reviews and extensive local events listings. Advertising with us establishes your business within the local community, giving you presence and building confidence in your goods and services.

*Over the years we have received excellent feedback from our readers and advertisers and constantly strive to provide an effective service to both.*

Each month we distribute 12,000 magazines to homes and businesses in Cirencester and the surrounding villages of Baunton, Siddington, South Cerney, Cerney Wick, Coates, Kemble, Ashton Keynes, Somerford Keynes and Preston. We deliver door-to-door, using reliable local deliverers and back check each month to ensure quality of service.

Both current and archived magazines are available to view on our website, giving your business a continuous online presence. We also offer a leaflet printing and distribution service. Your literature can be targeted to different areas within our delivery range or delivered to all 12,000 letterboxes.

To advertise please contact us **NOW**, we'd love to hear from you!

### What our advertisers say...

*“The Scene has eclipsed a succession of rival publications, largely due to the Editor’s extensive knowledge of and involvement in local business and local issues. As an advertiser myself, I value her willingness to go that extra mile to help.”*

*Alison Fielden, Alison Fielden & Co Solicitors*

*“I see the Scene in every house I visit, pinned to the notice board or open on the coffee table. The distribution is very reliable. I know it works as I know it is read!”*

*Matthew Fuller, Cain & Fuller Estate Agents.*

*“A quick look through Cirencester Scene Magazine will identify the high calibre of local advertisers who want to be associated with the brand.”*

*Geoff Carr, Garden Design.*

*“The Editor has created a unique sense of community within the magazine. This shines through every article, listing and advertisement...”*

*Tessa Webb, Barn Theatre*

*“...such a popular and useful community magazine, supporting local organisations...”*

*Pat Ayres MBE, BEAT Eating Disorders Cirencester*

## Inside Pages (A5)

**£85**

Quarter Page  
93 x 62 mm

10%/15%/25% discount for pre-paid  
3th/6mth/12mth bookings

**£50**

Eighth Page  
44 x 62 mm

10%/15%/25% discount for pre-paid  
3th/6mth/12mth bookings

**£35**

Twelfth Page 28 x 62 mm

10%/15%/25% discount for pre-paid  
3th/6mth/12mth bookings

Noticeboard Landscape (at back)

Twelfth Page 28 x 62 mm **£35**

£72 x three months  
£105 x six months  
£180 x 12 months

Noticeboard

Portrait  
(at back)

Twelfth Page

44 x 40 mm **£35**

£72 x three months  
£105 x six months  
£180 x 12 months

**£155**

Half Page  
93 x 128 mm

10%/15%/25% discount for pre-paid  
3th/6mth/12mth bookings

**£280 Full Page 190 x 128 mm** (Allows for 10mm Border)  
or **210 x 148 mm** (To the edges; **plus** 3mm bleed all round)

10%/15%/25% discount for pre-paid 3th/6mth/12mth bookings

**MEDIA PACK!** 12,000 delivered door-to-door each month! **Front Cover (A5)**

**Top Banner £144**

18 x 128 mm



**Headline**

**Box**

**£96**

34 x 36mm

**Centre Box £390**

76 x 122 mm

*INSIDE our 100th issue! Local News; Business News & Chamber Awards; Creatives' Champion Nominations; SOC App Pullout; What's On Listings; Reviews; Beer Goggles Competition*

**Footer Strap £210**

28 x 122 mm

## LEAFLET & FLYER DISTRIBUTION 2019

(NO VAT APPLIES)

### We deliver Leaflets and Flyers with our magazine

Cirencester Scene is distributed door-to-door to **12,500** households and businesses monthly, throughout Cirencester and surrounding villages of Siddington, Preston, South Cerney, Cerneywick, Kemble, Coates, Somerford Keynes, Baunton and Ashton Keynes.

#### Basic Rate:

(\*Based on standard A5, 135gsm flyer OR A6 postcard) is £35 per 1,000 for the whole distribution of 12,000 (see areas above). Cost increases per thousand the less you have delivered and the more weight / pages involved. For other quantities, basic rates are below.

#### Complimentary Inside Ad:

With a full leaflet distribution (12,000) you get a complimentary 1/4 page colour ad (worth £85) inside the magazine in the same month.

#### Rates:

- 1) Full Distribution of 12,000 = £35 per 1,000,
- 2) 8,000-11,999 = £40 per 1,000
- 3) 4,000-7,999 = £45 per 1,000
- 4) 1,000-3,999 = £50 per 1,000

#### Complimentary Inside Editorial:

With both a full leaflet distribution (12,000) and printing, we can offer you an optional half page editorial space (worth £120) inside the magazine in the same month.

## LEAFLET PRINT RATES:

#### Printing:

Prices start at £140 for 5k, £250 for £10k and £285 for 12k. (Price based on double-sided, A5, Gloss, Colour, 135gsm. Includes set up of Artwork) We can quote on other sizes and quantities if preferred.

Contact Jan on 01285 659673 or 07875 071555  
or [info@cirencester-scene.co.uk](mailto:info@cirencester-scene.co.uk)  
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Both current and archived magazines are available to view on our website, giving your business a continuous online presence. We also offer a leaflet printing and distribution service. Your literature can be targeted to different areas within our delivery range or delivered to all 12,000 letterboxes. Plus we drop 500 copies at various key pick-up points by request.

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