

CIREN SCENE

Award Winning Magazine

ADVERTISING RATE CARD 2020

INSERTION	SIZE (H x W mm)	PRICE
Guaranteed Prime Position:		
Font cover	Centre Box	76 x 122
	Footer Strap	28 x 122
	Top Banner	18 x 128
	Headline Box	34 x 36
Back Page	Full Back Page <small>(Also available as: Two thirds, Half, Third, Quarter)</small>	190 x 128
		£390 (£315 £270, £210, £180)
Inside Pages:		
Guaranteed Positions eg. Inside Covers & Early or Right Hand Pages +20%	Full Page <small>(plus 3mm bleed)</small>	190 x 128 or 210 x 148
	Third Page	93 x 128
	Half Page	60 x 128
	Quarter Page	93 x 62
	Sixth Page	60 x 62
	Eighth Page	44 x 62
	Twelfth Page	28 x 62
Noticeboard <small>(back)</small>	44 x 40 or 28 x 62	
		£280 £155 £120 £85 £66 £50 £35 £72/£105/£180 <small>(3/6/12mth)</small>

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

www.cirensce.co.uk

CIREN SCENE

Distributing 12,700 magazines 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 12,700 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 12,000 door-to-door, using reliable local deliverers and back check each month to ensure quality of service. We also leave 700 extra magazines at pick-up points throughout the town and villages.

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.

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 Ciren 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

To advertise, please contact us TODAY, we'd love to hear from you!
Contact Jan on 01285 659673 or 07875 071555 or info@cirencester-scene.co.uk

INSIDE PAGE (A5)

£85
Quarter Page
62 x 93 mm
 10%/15%/25% discount
 for pre-paid
 3th/6mth/12mth bookings

£50
Eighth Page
62 x 44 mm
 10%/15%/25% discount for pre-paid
 3th/6mth/12mth bookings

£35 Twelfth Page 62 x 28 mm
 10%/15%/25% discount for pre-paid
 3th/6mth/12mth bookings

£35 Noticeboard Landscape
(at back) Twelfth Page 62 x 28 mm
 £72 x three months £105 x six
 months £180 x 12 months

£35 Noticeboard
Portrait *(at back)*
Twelfth Page
40 x 44 mm
 £72 x three months
 £105 x six months
 £180 x 12 months

£155
Half Page
128 x 93 mm
 10%/15%/25% discount for
 pre-paid 3th/6mth/12mth bookings

£280 Full Page 128 x 190 mm (Allows for 10mm Border)
or 148 x 210 mm (To the edges; plus 3mm bleed all round)
 10%/15%/25% discount for pre-paid 3th/6mth/12mth bookings

FRONT COVER (A5)

Top Banner £144
128 x 18 mm



Headline
Box £96
34 x 36mm

COMMUNITY INFORMATION, EVENTS & LOCAL BUSINESS DIRECTORY FOR CIRENCESTER & SURROUNDING VILLAGES

Centre Box £390
122 x 76 mm

INSIDE our 100th issue! Local News; Business News & Chamber Awards; Creatives' Champion Nominations; SOC 4pp Pullout; What's On Listings; Reviews; Beer Goggles Competition

Footer Strap £210
122 x 28 mm

LEAFLET & FLYER DISTRIBUTION 2020

We deliver Leaflets and Flyers with our magazine

Ciren Scene is delivered door-to-door to 12,000 households and businesses monthly, throughout Cirencester and surrounding villages of Siddington, Preston, South Cerney, Cerney Wick, Kemble, Coates, Somerford Keynes, Baunton and Ashton Keynes.

Basic Rate:

The 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.

Please call to discuss price options for those.

Complimentary Inside Editorial:

With both a full leaflet distribution (12,000) and printing, we can offer you an optional half page editorial space (worth £124) inside the magazine in the same month.

Complimentary Inside Advert:

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

Rates for standard sizes (per 1,000 or part of):

- 1) Full Distribution of 12,000 = £35 per 1,000 - £420 total
- 2) 8,000 -11,000 = £40 per 1,000
- 3) 4,000 -7,000 = £55 per 1,000
- 4) 1,000 -3,000 = £70 per 1,000

Printing

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

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