



Media Pack

Background

Helsby to Hand was established in May 2005 and quickly became *THE* reference source for anybody living in the locality.

Benefits to advertisers

- New people are moving into the area EVERY WEEK. Often these new residents are new to the area and have no local knowledge. They are looking for guidance and these directories offer the perfect opportunity for businesses to get themselves in front of new potential customers.
- Existing residents often struggle to locate trustworthy local businesses that provide the services they require in and around the home.
- **Price.** Helsby to Hand represents incredible value if your target market includes the residents of the WA6 postcode (Alvanley, Dunham Hill, Frodsham, Hapsford, Helsby, Kingsley, Manley, Mouldsworth, Norley & Overton). **You can get coverage for a whole year (12 issues) for a fraction of the cost of local papers for example.**
- **It is truly local.** All advertisers operate in or close to the area. There is strong evidence that the majority of the UK population prefers truly local services.
- **It works.** Local directories of this type exist in over 1,000 small conurbations around the country. Most of their advertisers appear month after month because the directory works and generates business for them.
- **Longevity.** It isn't thrown away each week like a local newspaper. People keep the latest edition close to their telephone as reference for the whole month.
- **Quality.** The magazine is of a very high standard of print and production – utilising 150gm gloss colour cover and 100gm gloss paper inside. All artwork is professionally finished to ensure that you look your best and that your company is proud to be featured and associated with a high quality publication.
- **Editorial opportunities.** Two advertisers each month can be featured in their own two-page editorial spread. This gives them a depth of coverage that is normally only available at huge expense in other publications.

- **Visibility.** Many unseen shops or services exist local to the villages. Helsby to Hand represents the most cost effective way for such businesses to market themselves to the residents.

Distribution

- Helsby to Hand is published monthly and distributed locally at the beginning of each month. 4,400 copies of Helsby to Hand are currently printed each month; most of which go directly into homes and businesses – guaranteed every month.
- We target the areas where we believe you will get the best response from your advert i.e. areas with more disposable income.
- Additional copies will be available in the library, community centres, newsagents, hairdressers, post office etc

Format & Design

- It is an independent A5 size magazine, stapled and full colour throughout. (The background colour of the cover changes each month, so that it is obvious when the new copy arrives)
- Printed on 100gsm gloss paper with a 150gsm cover giving it a very high quality feel.
- It has 'longevity' and because of its size, content, look and feel it will be kept by the majority of households until the next issue arrives. The index gives advertisers 'immediacy of access' when their services are required.
- Technical Specifications for adverts are set out on a separate sheet.

Demographics

- Average disposable income locally is well above the national average. At the moment, a high proportion of this money is spent outside the immediate community.
- The objective of Helsby to Hand is to promote the local business community and divert more of the resident's existing expenditure their way.



Rate Card – January 2011

ADVERT	1 Issue	3 issues - Discounted Package
Full Page (colour)	£108 Inc. VAT	£279 (£93 per month) Inc. VAT
Half Page (colour)	£67 Inc. VAT	£171 (£57 per month) Inc. VAT
Quarter Page (colour)	£42 Inc. VAT	£108 (£36 per month) Inc. VAT
Double Page editorial (colour)	£186 Inc. VAT	N/A
Double Centre Pages (colour)	£198 Inc. VAT	N/A
Front Cover (Colour)	£240 full page Inc. VAT	N/A
Back Cover (Colour)	£156 full page Inc. VAT	N/A
Inside Cover (Colour)	£108 full page Inc. VAT	N/A

Helsby to Hand's Website – www.helsbytohand.co.uk is FREE to all advertisers that have committed to & paid for premium pages or 3 month advertising packages. This can also include a link to your own website.

Advertiser's Guide

Copy Deadline

- Final copy must be submitted by the 20th of each month, for inclusion in the following month's edition. (With the exception of the March 2011 edition, when the copy date is the 11th of February and January 2012 edition, when the copy date is 10th December)

Payment

- Full payment for all ads must be received by the copy deadline date.
- Payment can be made by:
 - Cheque, payable to Helsby To Hand
 - Cash
 - Electronic transfer – BACS
 - Standing order / direct debit

Acceptable Formats

- Ad's can be submitted in the following formats:
 - MS Word
 - MS PowerPoint
 - MS Publisher
 - TIFF
 - JPEG
 - PDF

Size of Adverts

- Quarter page – 66.5mm x 90mm
- Horizontal half page – 138mm x 90mm
- Vertical half page – 66.5mm x 185mm
- Full page – 138mm x 185mm
- Ad copy can be e-mailed to: helsbytohand@btinternet.com

If your ad is not available in an electronic format then we can produce it for you, from your own hard copy text, normally for a fixed price of just £10, although this may be higher if you have a particularly complex ad!

(This is a one-off charge – the ad could then be re-used in subsequent issues free of charge)