



boxmoor & apsley direct

two magazines
targeting local people



media
pack
2008



Why advertise with us?

'The single most important market for all local businesses is within the local community.'

Boxmoor and Apsley Direct offer local businesses an opportunity to promote their products or services in a high quality, professionally presented business directory, which is delivered free to local homes and businesses.

We deliver to 3,500 homes and businesses in Boxmoor each month and to 4,500 homes and businesses around Apsley every other month.

One of the most important aspects of our directories is *the price* - Our advertising rates are very affordable and competitive; giving even the smallest of businesses the opportunity to promote themselves.

Despite the low price we do not compromise on quality: the magazines are full colour throughout and printed on a high quality 130gsm gloss paper. Both magazines are professionally designed to create the right impression for your business and to give them a long 'shelf life' so that people will keep them and use them time and time again.

The magazines are aimed at local businesses looking for professional and affordable advertising in a publication specific to their town, targeting potential customers in areas where you want your business to be seen.

Recent research and feedback shows that readers are keeping and using the magazines time and time again - in fact many readers have the 'full collection'! Each magazine is A5 in size so small enough to keep and easy to use. We include an index in the back so that advertisers are easy to find. An up to date What's On Guide gives readers further reason to keep the magazines and there are always articles; on varying subject such as gardening, physiotherapy, book reviews and travel, recipes and Sudoku. This combination of well written articles and advertising creates a professional magazine that people eagerly receive and enjoy reading thus giving your advert maximum exposure at a very affordable price.

Benefits at a glance

Feature: Established for over 2 1/2 years.

Benefit: Residents expect to receive it and are used to referring to it to find local businesses.

Feature: A5 size.

Benefit: A handy size, which is easy to keep and use time and time again.

Feature: Hand delivered door to door.

Benefit: Residents will get your advert through their door - we're not waiting for them to pick it up from a shop nor to buy it from a newsagents.

Feature: Interesting articles and puzzles

Benefit: People look through it and are likely to see your advert every time.

Feature: Index at the back.

Benefit: When they decide to search for your type of business they'll find your advert easily.

Feature: Professionally designed advert (only for those that need it).

Benefit: Even as a small business you will look like a well established professional one.

Feature: We are a small business.

Benefit: You speak to the owner every time and we'll remember you and what business you in.

Feature: Competitively Priced

Benefit: All businesses can afford to promote their business to a targeted local market.

Increase your profile

On-line

www.boxmoordirect.co.uk

www.apsleydirect.co.uk

Including your information in our on-line directories allows you to include far more details than you could on an advert and could drive more people to your website.

Each listing includes:

your logo, up to 3 pictures, web and email link and un - limited text. (All details to be supplied.)

Rather than charge a monthly fee we have worked out a fabulous rate of £40 per website or £60 for the two. And that is for the year!

Don't have a website?

Then our on-line directories are a great way to get a web presence.

Or alternatively we do offer affordable web design - just give us a call for more information and prices.

Leaflets

If you would like your leaflet delivered with the directory we can do this for just £30 per thousand.

Need a leaflet designed then we can help - give us a call to discuss the options.



rates

adverts

Discounts

All our rates have been carefully worked out to be fair and affordable. We are a small company and have to make a living too! We do, however, have a number of discounts available:

- For series bookings (as shown)
- A Multiple Magazine Discount - Book in both magazines and we will give you a 10% discount on your booking.
- Charities/Non Profit Making Organisations - A 10% discount. (Subject to proof of status)

All discounts are subject to receipt of payment on time - see terms and conditions.

Payment:

For advertising booked costing £100 or less - Full payment must be received by copy deadline.

For advertising booked costing over £100 - Full payment must be received within 7 days of invoice.

Payment can be made by:

- Cheque
- Cash
- Bank Transfer - Our Bank details are:

The Boxmoor Directory
The Cooperative Bank
08 92 50
70227745

- Credit/Debit Card - please call us to pay.

*Please note:
All special offers/discounts are subject to receipt of payment by due date. In cases of late payment we reserve the right to remove any discounts and charge the full rate.*

boxmoor direct is delivered FREE to 3,500 homes and businesses in and around Boxmoor each month.

*Struggling to design your advert?
Why not take advantage of our affordable in house design services. Charged at £10 per advert where text and any logos provided.*

apsley direct is delivered FREE to 4,500 homes and businesses in and around Apsley, Nash Mills and Lower Bennetts End every other month.

Advertorials are probably the best way to tell readers a detailed story. Making use of pictures and headlines in an editorial format ensure reader interest and credibility.

Go direct is the perfect way for small businesses to save money. By including your information each month means people can easily find you when they need you.

boxmoor direct	One Month	Three Months	Six Months	Twelve Months
Mini Ad	n/a	£45	£80	£145
Quarter Page	£30	£80	£155	£300
Half Page	£50	£140	£270	£500
Full Page	£90	£250	£490	£920
Front Cover	£150	N/A	N/A	N/A
Back Cover	£130	£360	£700	£1300
Inside Front	£110	£300	£620	£1150
Inside Back	£110	£300	£620	£1150

apsley direct	One edition	Three editions	Six editions
Mini Ad	n/a	£60	£100
Quarter Page	£40	£114	£180
Half Page	£60	£171	£300
Full Page	£100	£285	£520
Front Cover	£170	N/A	N/A
Back Cover	£150	£400	£760
Inside Front	£130	£360	£660
Inside Back	£130	£360	£660

advertorials

Boxmoor Direct	Price	Specification
One Page	£70	350 words + Pictures
Double Page	£120	600 words + Pictures
Apsley Direct		
One Page	£80	350 words + Pictures
Double Page	£140	600 words + Pictures

Go direct

Boxmoor Direct	Annual Price	Specification
Two Line Listing	£90	Simple business listing under appropriate heading - business name, contact details, brief description. <i>Limited to 4 businesses per category.</i>
Apsley Direct		
Two Line Listing	£60	
Both Magazines		
Two line listing	£140	



Terms and conditions

All adverts are accepted by Boxmoor and Apsley Direct on the understanding that they are copyright free. This includes any images, logos, photos, trade logos, clip art or any other content that is used in the advert. It is the advertiser's responsibility to acquire any necessary permissions for the use of any images, logos, photos, trade logos, clip art or any other content that is used in their advert/editorial/article/any other content.

It is the advertiser's responsibility to check the advert and ensure that it is correct at copy approval stage. No responsibility will be taken by Boxmoor and Apsley Direct for any errors subsequently identified (i.e. after copy approval).

Any logos/images/photos supplied should be a minimum of 300dpi. No responsibility can be taken for the print quality of any image/logo/photo supplied at a lower resolution.

Any adverts supplied in JPEG, PDF or any other pre-prepared format will be inserted into Boxmoor and Apsley Direct as supplied and will be assumed not to require copy approval. Files should be supplied at a minimum of 300dpi. No responsibility can be taken for the print quality of any advert supplied at a lower resolution. These files may be re-sized to fit the appropriate space.

Any advert/editorial/article/design which Boxmoor and Apsley Direct has created cannot be used in another publication or advertising medium (e.g. website) without the written approval of Boxmoor and Apsley Direct. A fee of £35 will be payable to Boxmoor and Apsley Direct if an advertiser wishes to re-use an advert/editorial/article/design in this way.

Boxmoor and Apsley Direct reserve the right to refuse/edit advertisements at our discretion.

Once an advertising package has been confirmed, either by confirmation telephone call, e-mail or letter, no refunds can be given if the advertiser subsequently decides that they wish to cancel the advertising package.

Full payment for advertising booked at less than £100 is to be paid by copy deadline. For advertising booked costing more than £100 the customer will be invoiced. All invoices are payable within 7 days of the date of the date stated on the invoice. In no circumstances shall the advertiser be entitled to make any deduction or withhold payment for any reason at all.

Without prejudice to any other rights of Boxmoor and Apsley Direct if the advertiser fails to pay the invoice price by the due date the advertiser shall not be allowed any discount given in that invoice or in any other way agreed and shall pay interest on any overdue amount from the date of which payment was due to the date of actual payment (whether before or after judgment) on a daily basis at a rate of 4% p.a. over the base rate from time to time quoted by National Westminster Bank plc and shall reimburse to Boxmoor and Apsley Direct all costs and expenses (including legal costs) incurred in the collection of any overdue amount.

Note: Where the term advert is used this means any advertisement, editorial, article, or any other material (e.g. community content) supplied for publication.

Technical information

We can accept adverts in most formats but some are better than others:

(BEST) PDF - If possible high resolution and CMYK
(BEST) JPEG - High resolution
MS Word/MS Publisher
Tiff
PSD
Handwritten

Logos and pictures should be 300dpi. If you are not sure then please attach the images separately - ensuring it is the best copy you have, preferably in the original format. NB. If you copy the picture from your website you will find the image too poor for print and looks very blurred.

advert sizing

Boxmoor & Apsley Direct	
Mini	64mm x 42mm
Quarter Page	64mm x 94mm
Half Page - Vertical	134mm x 94mm
Half Page - Horizontal	64mm x 192mm
Full Page - No Bleed	134mm x 192mm
Full Page - Inc 3mm Bleed to edges	150mm x 216mm

Contact us

Boxmoor and Apsley Direct

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www.apsleydirect.co.uk