

Link

Magazines

Grantham and Surrounding Villages

MEDIA PACK



For any business, getting your name in front of your potential customers is the only way to attract the leads you need to expand and grow.

For the past 20 years, the Village Link Magazine, and latterly the Grantham Link Magazine, have established themselves as the essential directories for local businesses looking to reach new audiences. They are distributed free to over 35,000 homes in the town and surrounding villages, and are read and retained until the next issue drops through the letterbox. Our clients rebook with us time and time again.

Our new website complements the paper magazines, ensuring all businesses who advertise in the magazines also have a detailed web presence, with editorial and photos. In addition, it also showcases local charities and not-for-profit organisations in the same professional manner our clients enjoy, and will be full of a wealth of local information, too.

With advertising prices starting from just
£35 per issue + VAT,

we are the only business in the Grantham area which puts your business directly in front of your potential clients, in both a paper and digital format.

Link Magazines Advertising Rates

Prices quoted are for one magazine.
There are discounts available for advertising in both (see below).

1/12 PAGE £35

44mm H x 41mm W
A mixture of adverts for all different sorts of business situated at the front of the magazine

1/6 PAGE £50

44mm high x 85mm wide
(Landscape)
92mm H x 41mm W
(Portrait)
A mixture of adverts for all different sorts of business situated at the front of the magazine

1/8 PAGE £60

44mm H x 62mm W
Will be positioned into the correct category for the business advertised

1/4 PAGE £80

92mm H x 62mm W
Will be positioned into the correct category for the business advertised

1/2 PAGE £145

92mm H x 128mm W
Will be positioned into the correct category for the business advertised

FULL PAGE £250

188mm H x 128mm W
Will be positioned into the correct category for the business advertised

5% DISCOUNT FOR PAYMENT BY DIRECT DEBIT*

**applies to runs of 4 consecutive adverts or more*

10% OFF THE TOTAL PRICE FOR ADVERTISING IN BOTH MAGAZINES IN THE SAME MONTH

**FREE ADVERT DESIGN AND PAY MONTHLY AS YOU GO ALONG
PREMIUM PAGE PRICES AVAILABLE UPON REQUEST**

ALL PRICES EXCLUSIVE OF VAT



LEAFLET DROPS FROM £48** PER THOUSAND (NO MINIMUM ORDER)

***price quoted is for a standard A5 leaflet up to 300gsm or which weighs no more than 1KG per 100*

We accept hi res PDF or JPEG files. Any photos used within the file should be 300dpi and CMYK format.
The Distribution of both magazines is approximately 16,000 each. 35,500 total distribution

Contact Wendy on

**01400
282848**

or email:

wendy@linkmagazines.co.uk

Advert sizes & specification

High resolution PDF or JPEG files (300dpi) font encrypted, CMYK format

- A5 Full Page advert with bleed 216mm H x 154 W
- _____ Full Page advert 188mm H x 128mm W

1/2 Page: 92mm H x 128mm W

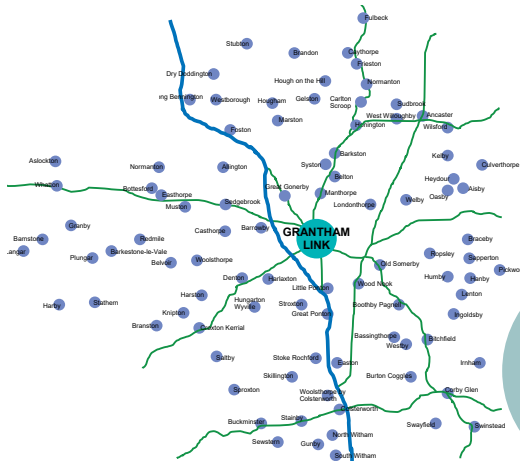
1/8th Page:
92mm H x 128mm W

1/4 Page:
92mm H x 62mm W

1/6th Page
(Portrait):
92mm H x 41mm W

1/6th Page
(Landscape):
85mm H x 44mm H

1/12 Page:
44mm H x 41mm W



Why advertise in the Village Link and Grantham Link Magazines?

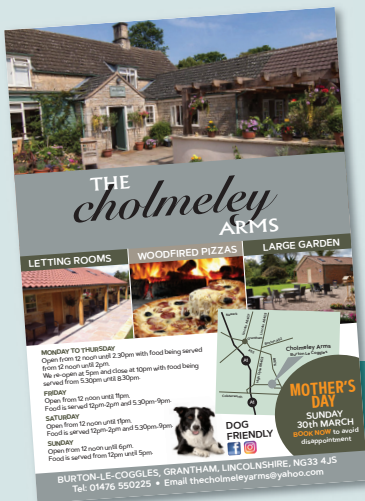
Each magazine is distributed to 17,000 homes (34,000 combined)

They are the **ONLY FREE** publications with extensive distribution in the villages surrounding Grantham and Grantham town itself.

Both magazines print 17,000 issues (34,000 combined). That's nearly 85,000 readers who you could be putting your advert in front of! Especially good value advertising with prices aimed at small businesses. Locally targeted advertising – directly to the people you want to reach! Free advertising for not for profit and charities.

LEAFLET DROPS

Leaflet drops are offered with both the Village Link and Grantham Link Magazines.



Customers can choose to do the entire drop with one or both issues, or 'cherry pick' individual villages and town areas to more tailor their leaflet drop to their requirements.

The cost is £48 per thousand + VAT pro rata and there is no minimum order.

Leaflets should be no larger than A5 and no more than 1KG per 100. Anything over this will need a separate quote, so please check before booking in.

We can also provide a design and print service - please ask for details.