

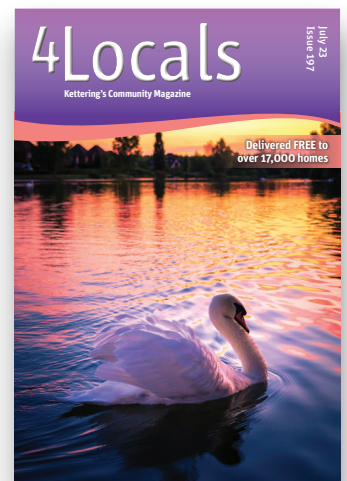
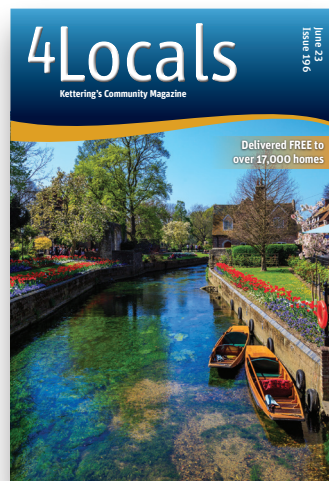
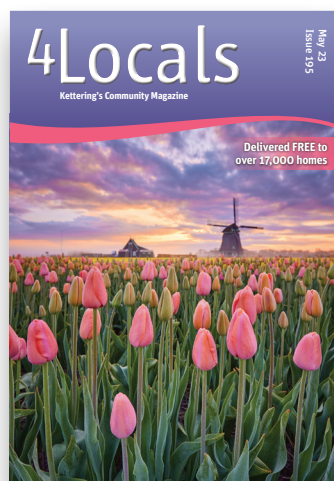
# 4Locals

community magazine

## Advertisers Media Pack

**Are you looking to attract new customers?**  
4 Locals can help you achieve this.

This popular monthly magazine is distributed to over 17,300 homes and is widely used by residents to find out information and source local businesses. The majority of our advertisers have been featured every month for several years.



**Each edition is delivered monthly to homes in:**

Barton Seagrave, The Ise Lodge, Burton Latimer, Kettering Venture Park, Kettering Leisure Village, Brambleside, Caitlins

**As well as homes along & around:**

Pytchley road, The Headlands, London road, St Marys road, Northampton road, Gipsy Lane & Haweswater road, Rockingham rd (from the A43 to the football ground)

Call **07511 913386** or email **angela@4locals.net**  
for more information or to place a booking.

Visit our website **www.4locals.net**

## Features and Benefits

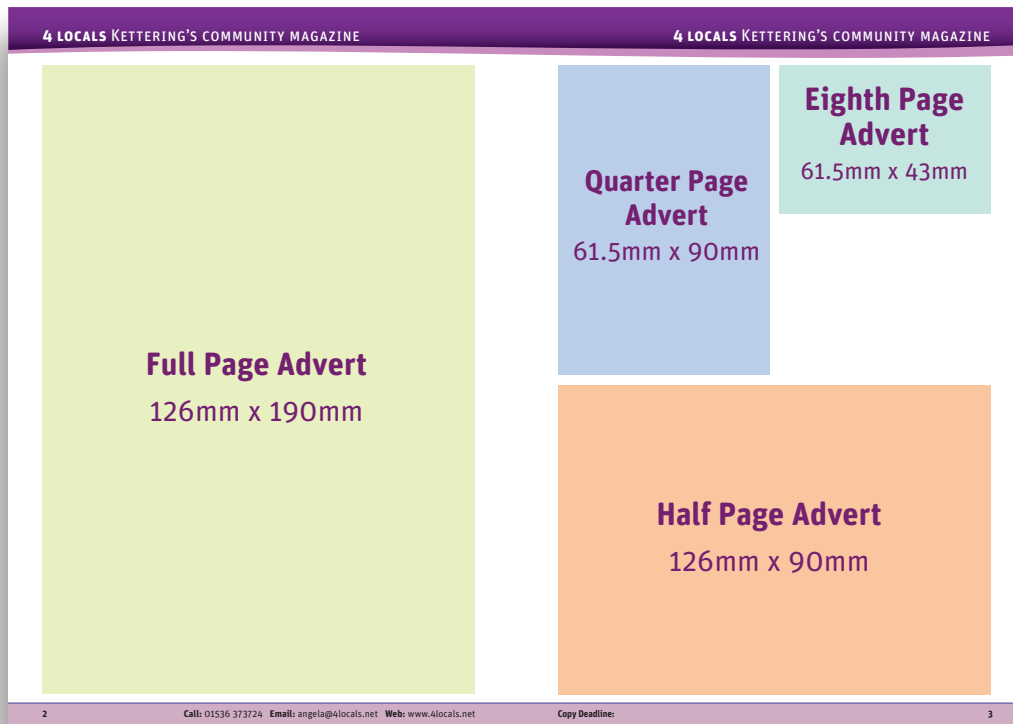
- 4 Locals is a free community magazine that is delivered to over 17,300 homes in Kettering each month.
- Since its launch in 2005, it has become well established as an informative guide to local businesses, clubs and events.
- As well as advertisements, there's a wide range of articles covering topics such as health, gardening, technology and motoring, as well as recipes and reviews of books, films and travel destinations.
- It's handy A5 size, useful content and professional appearance leads to many readers using it as a reference for the whole month.
- 4 Locals is very widely read and used by residents, so the vast majority of advertisers appear every month and have been featured for several years.
- As well as appearing in the magazine, advertisers have their own page on our website [www.4locals.net](http://www.4locals.net), with a description of their business, as well as their contact details and a link to their own website.
- Most new customers book a six month package as they received a discounted rate and a free advert design.
- To maximise the response our advertisers receive, we restrict the number of business in certain categories.
- All of these features, along with our very competitive prices, make 4 Locals a very attractive advertising medium.



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## Advertising Sizes & Formats



### Accepted Advert formats:

Photoshop files 300 dpi at actual size - JPEGs, Tiffs, PSD files (Fonts converted), Illustrator eps files (Fonts outlined or supplied with file), **High Resolution PDFs**. We also accept **Word docs**, **PowerPoint files** and **Publisher** - any images need to be of a high resolution..

- Artwork can be changed each month – the copy deadline date is usually around the 8th of the previous month
  - If you do not have an advert, or you wish your advert to be re-designed, the 4 Locals graphic design team can offer you a professionally designed advert.

**All six and twelve month bookings receive a FREE advert design.**

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## Advertising Costs, Packages & Discounts

**All prices are subject to VAT**

### Full Page Advert

13cm Wide x 19cm High

PACKAGE	MONO		COLOUR	
3 Month Booking	£225 per month		£255 per month	
6 Month Booking	£215 per month	THIS PACKAGE SAVES <b>£60</b>	£245 per month	THIS PACKAGE SAVES <b>£60</b>
12 Month Booking	£205 per month	THIS PACKAGE SAVES <b>£240</b>	£235 per month	THIS PACKAGE SAVES <b>£240</b>

### Half Page Advert

13cm Wide x 9cm High

PACKAGE	MONO		COLOUR	
3 Month Booking	£135 per month		£155 per month	
6 Month Booking	£125 per month	THIS PACKAGE SAVES <b>£60</b>	£145 per month	THIS PACKAGE SAVES <b>£60</b>
12 Month Booking	£115 per month	THIS PACKAGE SAVES <b>£240</b>	£135 per month	THIS PACKAGE SAVES <b>£240</b>

### Quarter Page Advert

6cm Wide x 9cm High

PACKAGE	MONO		COLOUR	
3 Month Booking	£80 per month		£90 per month	
6 Month Booking	£75 per month	THIS PACKAGE SAVES <b>£30</b>	£85 per month	THIS PACKAGE SAVES <b>£30</b>
12 Month Booking	£70 per month	THIS PACKAGE SAVES <b>£120</b>	£80 per month	THIS PACKAGE SAVES <b>£120</b>

### Eighth Page Advert

6cm Wide x 4.3cm High

PACKAGE	MONO		COLOUR	
6 Month Booking	£40 per month		£45 per month	
12 Month Booking	£35 per month	THIS PACKAGE SAVES <b>£60</b>	£40 per month	THIS PACKAGE SAVES <b>£60</b>

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## Premium Pages Advertising Costs

**All prices are subject to VAT**

### Inside Front Cover

PACKAGE	HALF PAGE	FULL PAGE
3 Month Booking	£175 per month	£275 per month
6 Month Booking	£165 per month	£265 per month
12 Month Booking	£155 per month	£255 per month

### Centre Pages

PACKAGE	SINGLE PAGE	DOUBLE PAGE
3 Month Booking	£265 per month	£500 per month
6 Month Booking	£255 per month	£480 per month
12 Month Booking	£245 per month	£460 per month

### Inside Back Cover

PACKAGE	FULL PAGE
3 Month Booking	£270 per month
6 Month Booking	£260 per month
12 Month Booking	£250 per month

- Editorials available – prices on request
- A5 leaflets can be delivered with the magazine for £30+vat/1000; minimum booking 5000 and a maximum of 2 inserts per edition
- Clubs & Groups section - no charge for charity/not for profit making organisations, otherwise £65+VAT for a six month booking. There's room for the day, time, location and contact details, along with 1 sentence of information.
- Space is limited so please get in touch early to secure your place.

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