

NORFOLK
on my mind...

TOWN & ABOUT

Advertisement Rate Card 2010



Y a b b e r

“
Yabber is an Australian Aboriginal word meaning
to talk, to jabber, to communicate.”

Yabber talks your language

Reaching fine readers in a fine county

Magazines for Norfolk

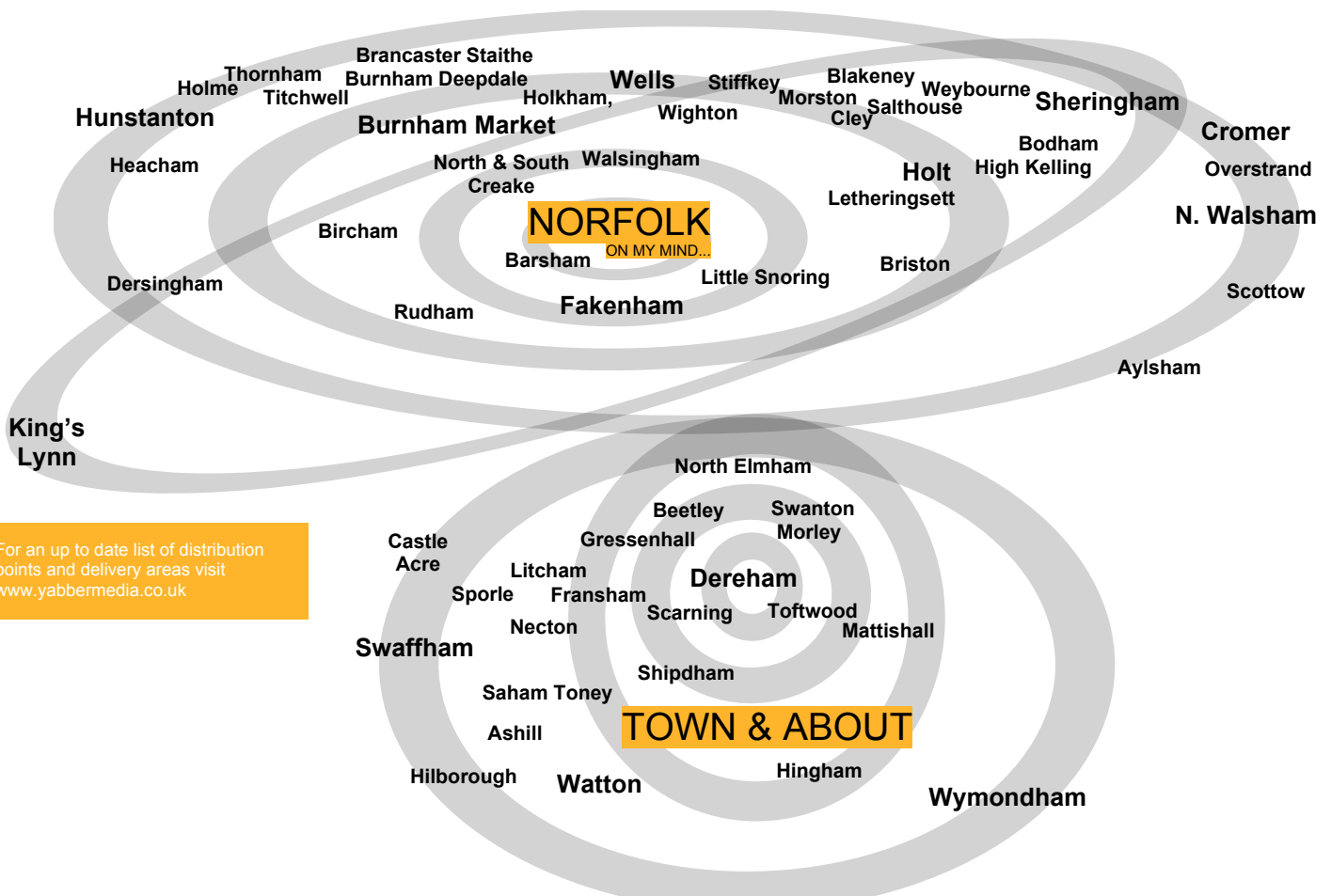
Great Quality & Great Value



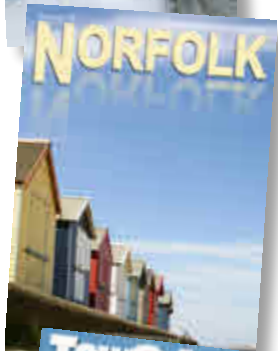
where compromise on quality is not an option

8 KEY BENEFITS & DISTRIBUTION

- 1 A QUALITY PUBLICATION THAT FEELS AND LOOKS GREAT
- 2 LONG SHELF-LIFE FOR YOUR ADVERTISING, SO YOUR MONEY GOES FURTHER
- 3 TARGETED MARKETING FOR YOUR BUSINESS
- 4 CAPTIVE AUDIENCE, A FREE PUBLICATION THAT THEY WILL WANT TO LOOK AT
- 5 AN ESTIMATED READERSHIP OF 100,000 EACH ISSUE
- 6 AN ESTABLISHED LOCAL PUBLISHING BUSINESS
- 7 FREE ADVERT DESIGN IF REQUIRED
- 8 AN OPPORTUNITY TO MAKE THE RIGHT IMPRESSION TO CONSUMERS



Ahead of other
local media in norfolk



The Magazines offer a real opportunity for advertisers to reach new customers and keep existing ones.

The Magazines are packed full of rich content providing an environment for promoting brand and services.

These bi-monthly publications offer real value for money, making your marketing budget go further.

They will 'hang around' in peoples homes and in waiting rooms, often many months after publication.

Care is taken to provide readers with good content, that is both interesting and relevant, thus helping extend the life of the magazine.

Yabber works hard with businesses and other advertisers to provide a product and service that goes beyond other free local media.

2010 RATES

Norfolk on my Mind - Town & About Magazine

Rates are per magazines - discounts available for inclusion in both and for runs.

Published bi-monthly: Spring - April/May, Summer - Jun/Jul, Late Summer - Aug/Sept, Autumn - Oct/Nov, Christmas & New Year Dec/Jan, Winter - Feb/March

Outside Back Cover	£850
Inside Front Cover	£790
Page Facing IFC	£750
Page Facing editors	£750
Inside Back Cover	£790
Double Page Spread	£1250
Full Page - Specified Position	£700

Full Page	£650
Half Page	£390
Quarter Page	£225
1/8th page ROM - 2nd half of magazine only	£130

Directory 1/12th	£50
Double Directory 1/6th	£85

Advertorial Double Spread	Price upon request
Advertorial Page	Price upon request

Series Discounts	
3+ Insertions	10%
6+ Insertions	25%

We strongly advise advertisers to make long term bookings of 6 insertions to take advantage of the magazines bi-monthly publication cycle and to maximise coverage and reach of the target audience.

Specified Position Surcharge	15%
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Without the payment of the specified position premium all advertisers will be accepted and appear on a 'run of magazine' basis

testimonial

"We recently advertised our Ballroom & Latin American Dance Classes in the Dereham & Brecks magazine, having previously only ever used one-off newspaper ads, as they fit really well with our simple business model. This was a new venture for us; we do not run on-going campaigns, as we work with a very small budget. However after a bit of gentle persuasion, we agreed to run for a couple of issues with editorial alongside the ad. We have been delighted with the results of the Dereham & Brecks mag and equally pleased with the professionalism of everyone at Town and About magazine."

Joanna & Xavier Navarre IDTA - Advertiser



Christmas
Winter
Autumn
Late Summer
Spring
Summer

which editions?

Book all six - not only will you gain the maximum exposure, we will reward you with a **25% discount** and **guaranteed editorial***.

* Editorial support is guaranteed for one full page (or equivalent ad booking size) across a six edition cycle. Additional editorial throughout the year may be granted, but it is at the sole discretion of the publisher. Cancellation of advertising after editorial publication will incur the full six edition campaign fees at pre-discounted rates to be paid in full.

testimonial

"Your magazines were very popular with our visitors last year so we wondered if we could have some this year please."

Wells Tourist Information Centre

Deadlines

Spring - April/May	March 1st
Summer - Jun/Jul	May 1st
Late Summer - Aug/Sept	Jul 1st
Autumn - Oct/Nov	Sept 1st
Christmas & New Year - Dec/Jan	Nov 1st
Winter - Feb/March	Jan 7th

Full Page with Bleed
Size 300 x 213mm (ad size 297 x 210mm)

Full Page no bleed
Size 297 x 210mm

Half page
Size P 270 x 94mm L 128 x 194mm

Quarter Page
Size 128 x 94mm

1/8th Page
Size 62 x 94mm

Directory
Size 55 x 55mm

Double Directory
Size 114 x 55mm

Ad Sizes

discounts

3 insertions 10%

6 insertions 25%

"This is the only local free publication we advertise in that works for us!"
Dereham Tile & Carpets (Ben) Advertiser

Contacts



Company No 6788715

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Dereham, Norfolk NR19 1FD - Tel 01362 288084
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Sales Manager: Phil Scott 07734 307435
phil@yabbermedia.co.uk

www.yabbermedia.co.uk
www.norfolkonmymind.co.uk
www.townandaboutmagazine.co.uk
www.cheapleafletsandflyers.co.uk

Your local sales representative is _____ / Tel _____