

the plymouth magazine



local magazine advertising at its best

Delivered to over 40,000 homes every month

Plymouth's biggest circulation family monthly, delivered free to over 40,000 Plymouth homes...

Your advert lasts for longer than just a day, or even a week. **the plymouth magazine** delivers a great monthly audience, with upwards of 80,000 potential readers enjoying the magazine every month, throughout the month.

Carefully targeted areas for door-to-door distribution...

the plymouth magazine is delivered every month to areas carefully selected to have high levels of home ownership (typically 70%).

Target readership of home-makers and decision-makers in the family...

the plymouth magazine is written and produced with a specific target readership in mind – female 30's – 50's, juggling home-life, kids at school and a part time job. There are also articles for men, older and younger people too.

Family attraction or event? Let's attract some families for you...

Our popular What's On feature is updated every month and is packed with events, attractions and family venues. It's a great place for you to reach young and old alike or those looking for weekend and holiday activities.

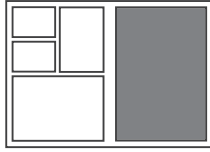


www.theplymouthmagazine.com
info@theplymouthmagazine.com
28 Old Park Road, Peverell
Plymouth, Devon PL3 4PY
Tel: 01752 225623

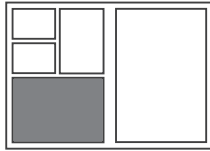
advertising rates and FREE design

advertising rates

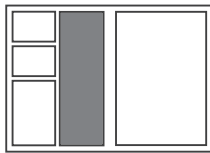
run of magazine



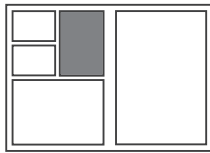
full page £710
190mm wide x 274mm deep



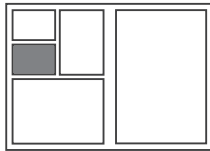
half page (horizontal) £432
190mm wide x 133mm deep



half page (vertical) £432
91.5mm wide x 274mm deep



quarter page (vertical) £249
91.5mm wide x 133mm deep



eighth page (horizontal) £165
91.5mm wide x 64.5mm deep

All adverts professionally designed FREE of charge

WHAT OUR ADVERTISERS SAY:

"I have advertised every month since the first issue of the plymouth magazine simply because it get results and my advertising pays for itself handsomely"

- Mr Edwards, The Horological Workshop

Covers

Outside Back Cover	£915
Inside Front Cover	£832
Inside Back Cover	£832

Dining out guide

Including editorial & photograph/logo (61mm x 124mm) **£182**

Sponsorship

Section sponsorship opportunities are available by negotiation

Series Discounts

Attractive discounts for series bookings are available. Please refer to our latest offers.

Guaranteed position additional	25%
Agency discount	10%

Loose Inserts

A4 single page **£40 per thousand (min 5,000)**

Artwork Information

Artwork should be supplied as either TIFF or JPEG, cmyk, 300dpi at full advert size.
Email to Kim@cornerstonevision.com
or post to The Plymouth Magazine, 28 Old Park Road, Pevereil, Plymouth PL3 4PY.

(All prices are subject to the addition of VAT)

All advertisements in the Plymouth Magazine appear in full colour at no extra charge.

Design and artwork of advertisements can be prepared by our team of designers at no extra charge.

Advertisements can be booked on a one-off, for a specific event or series basis.

Publication dates and copy deadlines for the plymouth magazine

Cover date	Artwork needed by	Deliveries start
January 2011	13 Dec 2010	04/01/11
February	10 Jan	21/01/11
March	14 Feb	25/02/11
April	14 Mar	25/02/11
May	11 Apr	26/04/11
June	09 May	20/05/11
July	13 Jun	24/06/11
August	11 Jul	24/08/11
September	15 Aug	26/08/11
October	12 Sep	23/09/11
November	10 Oct	21/10/11
December	14 Nov	25/11/11
January 2012	12 Dec	03/01/12
	(provisionally)	

editorial content

high quality editorial aimed at homeowners

The plymouth magazine is published each month and includes high-quality local editorial content designed to appeal to Plymouth's homeowners and higher income families.

Its editorial content is aimed at families and designed in particular to appeal to busy mums who juggle their home, work and social lives.

The plymouth magazine is designed to have 'kitchen table' appeal with editorial content which ensures it is kept in the home as a valuable reference.

The plymouth magazine features regular editorial content on:

what's on where

An extensive guide to the month's events and leisure activities across the City, including theatre, museums, art galleries, libraries, music, entertainment and family activities

restaurant guide

A guide to the best places to eat in the City and surrounding area including features on local chefs and their favourite recipes.

homes & gardens

Advice and information on interior design, home improvements, DIY and gardening with special emphasis on courtyard gardens

business news

Stories from the commercial sector featuring new businesses, profiles and successes

charity news

Features on the work of local and national charities

The plymouth magazine also highlights the good things about Plymouth and its people - reflecting the City's 'Spirit of Discovery.'

The talented, hard-working people who live in Plymouth; the successful family businesses; the local figures who shape the life of the City - all are featured in the plymouth magazine.

Competitions and reader offers are also included in the plymouth magazine.

The plymouth magazine also features regular articles by local specialists - from coping with stress to alternative medicines, from bodycare to petcare.

the plymouth magazine - the only choice for the City.



WHAT OUR ADVERTISERS SAY:

" the plymouth magazine is in a class of its own.

We advertise regularly because we know it gets delivered regularly and the good design and layout make our advertising stand out"

- Jenny Roy, Ivybridge Home Improvements

the
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magazine

Published by
Cornerstone Vision • 28 Old Park Rd
Peeverell • Plymouth • PL3 4PY
t 01752 225623 • f 01752 673441



delivery areas

40,000 copies targeted to your customers each month

The full-colour plymouth magazine is delivered FREE each month to more than 40,000 homes across the City.

It is distributed specifically in areas where there are high levels of home ownership.

The plymouth magazine is delivered by Cornerstone Vision's own team of distributors under careful supervision and with comprehensive back-checking procedures in place.

Cornerstone Vision has a long track record of door-to-door distribution in the City, having been one of the leading independent leaflet distributors for more than 20 years.

The plymouth magazine is delivered in the following areas (level of home ownership indicated):

Compton	73% owner occupiers
Crownhill/Eggbuckland	77% owner occupiers
Glenholt	71% owner occupiers
Keyham	66% owner occupiers
Mannamoad	73% owner occupiers
Mutley	73% owner occupiers
Peverell	84% owner occupiers
Plympton	91% owner occupiers
Plymstock	83% owner occupiers
Roborough	71% owner occupiers
Southway	60% owner occupiers
Stoke	66% owner occupiers
Tamerton Foliot	60% owner occupiers
Woolwell	71% owner occupiers
Hoe	} The Waterfront of Plymouth
Stonehouse Peninsula	
West Hoe	
Barbican	

Distribution of the plymouth magazine takes place over a three week period with approximately 13,500 copies delivered each week.

Distribution breakdown

Stoke & Keyham	4,000 households
Compton, Crownhill and Eggbuckland	8,500 households
Peverell	6,000 households
Plymstock	7,100 households
Plympton	7,650 households
North Plymouth	5,000 households
Waterfront and Stonehouse Peninsula	2,000 households
Total	40,250 households

PLUS the plymouth magazine is now also available at selected tourism and leisure outlets in Plymouth.



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