

PLYMOUTH'S BIGGEST MONTHLY CIRCULATION MAGAZINE - 47,000 COPIES

plymouth magazine

ISSUE 150 DECEMBER 2018

**MEDIA PACK
2018**

Plymouth's
biggest circulation
monthly magazine

45,000 delivered door to door
to Plymouth's prime areas
plus 2,000 delivered to selected
libraries, outlets, etc.



Editorial

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.

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.

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.

Targeted at home-owners & families with higher incomes

82%

of our readers are home owners*

36%

have a household income of £30,000 and above with a further 17% over £20,000**

*Source - Plymouth Magazine Reader Survey June-July 2014, 115 readers randomly selected and anonymously polled. ** % of those who gave income details. 34% chose the option 'prefer not to say'.

**We tell your story well
and deliver it**

the
plymouth
magazine

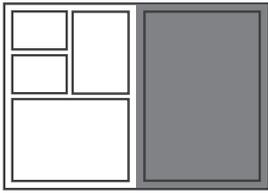
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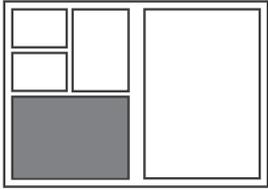
www.cornerstonevision.com
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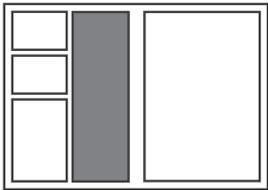
Rates, Positions, Artwork



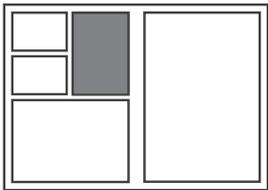
full page £710
210mm wide x 297mm deep
+ 3mm bleed all around
Type area
190mm wide x 274mm deep



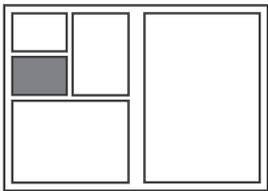
**half page
(horizontal) £432**
190mm wide x 133mm deep



**half page
(vertical) £432**
90mm wide x 274mm deep



**quarter page
(vertical) £249**
90mm wide x 133mm deep



**eighth page
(horizontal) £165**
90mm wide x 64.5mm deep

Covers

Outside Back Cover	£950
Inside Front Cover	£890
Inside Back Cover	£890
Page 3	£890

Guaranteed Position Adverts

Full page	£890
Half page	£540
Quarter page	£312
Eighth page	£207

Agency Commission 10%

Artwork Information

Artwork should be supplied as either TIFF or JPEG, cmyk, 300dpi at full advert size.
Email to sarah@cornerstonevision.com

Inserts available from £35 per 1,000

Please ask for details

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

What's On - the ultimate prime spot

90% of our readers have attended an event because they saw it advertised in our What's On section*

88% ALWAYS read our What's On Section [with a further 12% 'sometimes read']

*Source - Plymouth Magazine Reader Survey June-July 2014, 115 readers randomly selected and anonymously polled. ** % of those who gave income details. 34% chose the option 'prefer not to say'.

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Distribution

47,000 copies targeted to your customers each month

The full-colour **plymouth magazine** is delivered FREE each month to more than 45,000 homes in selected areas across the city.

82%* of our readers are home owners and 36%** have a household income of over £30,000 per year.

the plymouth magazine is delivered by Cornerstone Vision's own team of distributors 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 30 years.

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	7,700 households
Peverell	6,000 households
Plymstock	8,550 households
Plympton	11,100 households
North Plymouth	5,400 households
Waterfront and Stonehouse Peninsula	2,100 households
Total:	44,850 households

PLUS a further 2,000 strategically placed in leisure outlets in the area including Saltash, Tavistock and most of the hotels in Plymouth.

Key Dates for 2018:

Month:	Artwork Deadline:	Leaflets Needed By:	Distribution Begins:
January	27 Nov 17	5 Dec 17	15 Dec 17
February	8 Jan 18	16 Jan 18	26 Jan 18
March	5 Feb 18	13 Feb 18	23 Feb 18
April	5 Mar 18	13 Mar 18	23 Mar 18
May	29 Mar 18	10 Apr 18	20 Apr 18
June	30 Apr 18	8 May 18	18 May 18
July	25 May 18	5 Jun 18	15 Jun 18
August	25 Jun 18	3 Jul 18	13 Jul 18
September	30 Jul 18	8 Aug 18	17 Aug 18
October	24 Aug 18	3 Sep 18	14 Sep 18
November	24 Sep 18	2 Oct 18	12 Oct 18
December	22 Oct 18	30 Oct 18	9 Nov 18

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What our advertisers say:

“ Since opening our Skechers Concept Store in March we have worked with the Plymouth Magazine to great effect. They really have helped us get Skechers Plymouth on the map. Thank you.

- Simon H., Skechers UK -

“ The Plymouth Magazine advertising has been very successful for us, we have often found that the new business we receive from our advertisements has not only covered the cost of the advert but has increased our profile beyond our expectation.

- Marjon Sport -

“ Over the years, the Plymouth Magazine has become the most effective advertising medium that Peter Goord Travel uses in the Plymouth area. It gives us good responses in the form of customers who book with us repeatedly, and it has definitely increased awareness of our company.

- Anthony Goord, Peter Goord Travel -

“ Since advertising with the Plymouth Magazine we have had a truly impressive response to our ads. The professional approach of all the team backed by their genuine interest in our success means I would not hesitate in recommending the Plymouth Magazine as marketing money well spent.

- Andrew Scowcroft, Foot Solutions -

Advertising that works

50%

of our readers made a purchase on the basis of an advert they saw in the Plymouth Magazine*

43%

of our readers read the Plymouth Magazine completely from cover to cover and 57% read sections of personal interest*

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