

essentiallyours

your life, your home, your community.

MEDIA PACK 2008

CONTACT DETAILS

ESSENTIALLYOURS LIMITED

Company Number	6048593
Registered Office	Bridge House Station Road Rossett LL12 0HE
Telephone	01244 571 602
General Enquiries	info@essential-mag.com
Editors	Carol Hartnell Jill Preston

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GUARANTEED

LOCAL COVERAGE THROUGHOUT ROSSETT (including BURTON & LAVISTER), PULFORD, MARFORD (including HOSELEY), and GRESFORD
HAND DELIVERED BY THE MAGAZINE STAFF

FREE OF CHARGE

YOU ARE NOT RELYING ON PROSPECTIVE CUSTOMERS TO HAVE TO BUY ANY MONTHLY EDITION

CONTENT

AIMED AT A WIDE RANGE OF AUDIENCE AND AGES

FORMAT	A5 FULL COLOUR 56 PAGE MAGAZINE
CIRCULATION	GUARANTEED 3800 HOUSEHOLDS
TOTAL POPULATION	8670
TOTAL READERSHIP	7584
READERS PER COPY	2
FREQUENCY	MONTHLY
LAUNCHED	JANUARY 2005
EDITORS	CAROL HARTNELL & JILL PRESTON

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SPECIAL PUBLISHING SERVICES

ADVERTISEMENTS DESIGN

Using our own in-house design studio we can create customised, eye catching advertisements, advertorials, inserts and other promotional items according to your specifications.

ADVERTISING FEATURES

If you are celebrating an anniversary, centenary, new product launch or other special event **ESSENTIALLYOURS LIMITED** can help you commemorate your day in style with a 2 page write up about your company. An impressive way to mark a special occasion or to get yourself noticed.

REPRINTS & RUN-ONS

ESSENTIALLYOURS LIMITED can create re-prints or run-ons of any advertisement or article for use in future promotions or marketing activity. Run-ons must be requested prior to publication.

ADVERTISEMENT INSERTS

Loose inserts are available. Full details and quotations are available on request, subject to availability.

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63 x 190 [mm] half page vertical	128 x 190 [mm] full page
128 x 90 [mm] half page horizontal	
128 x 45 [mm] quarter page*	

*quarter page advert also available in vertical orientation 63 x 90 mm - limited availability

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DISPLAY ADVERTISING RATES FOR 2008

ONE OFF PRICES

FEATURE	£275.00
FULL PAGE	£185.00
HALF PAGE	£105.00
QUARTER PAGE	£60.00

COST PM

6 MONTH SIGN UP PAYABLE MONTHLY

FULL PAGE	£175.00	£60.00
HALF PAGE	£95.00	£60.00
QUARTER PAGE	£55.00	£30.00

SAVINGS

6 MONTH SIGN UP PAYABLE UPFRONT

FULL PAGE	£990.00	£120.00	£165.00
HALF PAGE	£510.00	£120.00	£85.00
QUARTER PAGE	£300.00	£60.00	£50.00

SAVINGS

COST PM

12 MONTH SIGN UP PAYABLE MONTHLY

FULL PAGE	£165.00	£240.00
HALF PAGE	£85.00	£240.00
QUARTER PAGE	£45.00	£180.00

SAVINGS

12 MONTHS PAID UPFRONT

FULL PAGE	£1800.00	£420.00	£150.00
HALF PAGE	£960.00	£300.00	£80.00
QUARTER PAGE	£480.00	£240.00	£40.00

SAVINGS

COST PM

* prices are subject to VAT

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STANDARD CONDITIONS OF ACCEPTANCE OF ADVERTISEMENTS

01. In signing the advertisement order the customer agrees to place one or more advertisements with **ESSENTIALLYOURS LIMITED** [hereinafter called 'The Company'] in acceptance of the terms and conditions herein stated, when a copy of the said signed advertisement is received by The Company.
02. The proprietors reserve the right to refuse to insert any advertisement, which they consider unsuitable for publication and shall not be liable for failure of an advertisement to appear in such instances.
03. No responsibility can be accepted for damage to, or loss of artwork or other advertising material.
04. There must be no breach of any contract, copyright, trademark or other such right.
05. No guarantee can be given for the positioning of advertisements.
06. We cannot guarantee the quality or colour of adverts.
07. You must ensure all information supplied is accurate.
08. You must ensure all necessary consents have been sought.
09. You must ensure the advert complies with all applicable laws.
10. We have a right to alter adverts.
11. Advertisement rates are subject to review at any time and orders are accepted on condition that the price binds The Company only in respect to the next issue to go to press, unless a customer has signed up for a fixed period in which case they will receive the rate at the time of signing for their fixed period, for the duration of the period.
12. Cancellations are only accepted in writing and by the 15th of the month for the following months edition, for one off advertisements. Printing takes place the last two weeks of every month for the next months edition. For fixed period sign ups, cancellations will be subject to a minimum cancellation charge equivalent to half the advertising fees for the total period signed up for.
13. Any complaints must be raised within 2 weeks from date of invoice.
14. Copy deadline: No later than the 21st for the following months edition.
15. In the event of the copy not being supplied on time we reserve the right to repeat any previous advertisement.
16. All advertisements are accepted on the understanding that any descriptions relating to goods or service do not in any way contravene the provisions of the Trade Descriptions Act 1968.
17. The advertiser will indemnify **ESSENTIALLYOURS LIMITED** against any damages they may sustain in consequence of publication of his/her announcement, inclusive of any errors.
18. We have the right to terminate the contract for reasons of non-payment or for any other reason which breaches this agreement or results in a break down of the working relationship.
19. In the event there is a breach of our terms and conditions we have the right to formalise the matter and with legal assistance seek compensation and reimbursement for any loss whatsoever (including financial and professional reputation). In the event of such a case all legal costs to be paid by the party found guilty.
20. Credit terms: Payment is required within 14 days from date of invoice.
21. In the event of late payment we will charge interest at bank of England base rate for each day the payment is late and a £20 administration charge for each letter/reminder sent.
22. These terms and conditions are under English Law.

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READER SURVEY - In June 2007 we distributed 100 random surveys. We received 34 back, a 34% response rate.

91% of our locals read **essentiallyours** every month

85% confirmed they read it thoroughly from front to back

73% confirmed **essentiallyours** reflects the needs of the local community

FAVOURITE ESSENTIALLYOURS ARTICLES

Police Updates

Editors Letters

Community Council Minutes

RESPONSE RATES

68% said the advertisements had encouraged them to try a local service or business.

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ADVERTISING AGREEMENT

I would like to advertise with **ESSENTIALLYOURS LIMITED** and I am signing up for their fixed period package:

[please tick the required package from the selection below]

- 6 month contract payable by monthly invoice
- 6 month contract payable up front by one off payment
- 12 month contract payable by monthly invoice
- 12 month contract payable up front by one off payment

I confirm I accept their terms and conditions of business.

Signed

Dated

Printed

Company Name