

Bicester Life

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MEDIA PACK FOR ADVERTISERS

Benefits to advertisers

- Dozens of new people are moving into Bicester EVERY WEEK. In most cases these new residents are new to the area and have no local knowledge. They are looking for guidance and Bicester Life offers the perfect opportunity for businesses to get themselves in front of these new potential customers.
- Price. The Magazines represent incredible value if your target market includes the residents of Bicester. You can get coverage for a whole year (12 issues) for less than the cost of one week in the Oxford Mail, say.
- It is truly local. All advertisers operate in or close to the area. There is strong evidence that truly local services are preferred by the majority of the UK population.
- Longevity – it isn't thrown away each week like a local newspaper. People keep it as a reference for the whole month.
- No VAT. The price you see is the price you pay. This is because we are a small independently run business.
- Quality. The Magazines have a very high standard of print and production – utilising 200gm gloss cover and 115gm gloss paper inside. All artwork is professionally finished to ensure that you look your best and that your company is proud to be featured and associated with a high quality publication.

<u>Page Size</u>	<u>2 Month Price</u>	<u>4 Month Package Price</u> (15% Average Saving)
Quarter Page	B & W £38 Colour £56	B & W £65 Colour £98
Half Page	B & W £70 Colour £90	B & W £119 Colour £156
Full Page	B & W £120 Colour £138	B & W £204 Colour £244

Premium Pages

Front Cover £119
Back Cover £99 **Inside Cover** £79

Editorial Feature – a double page spread, including photographs and advertisement. A great way to let potential customers know all about your business. **Fantastic value – just £99.00**

Loose inserts –

These can be delivered for you with the magazines for just **£80.00** per magazine.

Distribution

- The Magazines are published and distributed monthly, on or around the first weekend of the month.
- Bicester Life is delivered to over 2900 homes EVERY month, on a rotational basis covering Bure Park, Southwold & Greenwood Homes one month, Langford Village, Coopers Green, Launton Meadows & Sheep Street the following month. Making it a total of 5800 homes covered over the 2 months.

Format & Design

- It is an A5 size booklet, stapled, full colour Front & Back
- The Magazines are printed on 115gm gloss paper with a 200gm gloss cover giving it a very high quality feel.
- It has 'longevity' and because of its size, content, look and feel it will be kept by the majority of households until the next issue arrives, thereby giving advertisers 'immediacy of access' when their services are required.

Advertiser's Guide

Copy Deadline

Final copy must be submitted by the 20th of each month, for inclusion in the following months edition (which will be distributed during the first weekend of that month.)

Payment

Full payment for all ads must be received by the copy deadline date, the 20th of each month.

Payment can be made by: - **Cheque, payable to The Kidlington Directory - Cash**

VAT

We are a small independent operation and are not registered for VAT. Consequently, no VAT is charged on ad's

Acceptable Formats

- Ad's can be submitted in the following formats:
- MS Word
- MS PowerPoint
- MS Publisher
- TIFF
- JPEG
- PDF Files

Ad copy can be e-mailed to: **info@bicesterlife.co.uk**

If your ad is not available in an electronic format then we can produce it for you, from your own hard copy text, normally for a fixed price of just £10, although this may be higher if you have a particularly complex ad! *(This is a one-off charge – the ad could then be re-used in subsequent issues free of charge)*