



2020 Media Pack

north
wales
MAGAZINE

About us

North Wales Magazine is the only monthly magazine for North Wales. Founded by Kate Hamilton, an editor with over 20 year's experience, North Wales Magazine has gone from strength to strength since its inception in 2017.

Free to pick up throughout the region, the content of North Wales Magazine is on par with a paid-for publication. Our ethos of a quality, editorially led magazine has been well received by local readers, with the majority of issues being picked up within just 48 hours of being printed.

As a result, we can guarantee that each and every one of the 10,000 copies that we print every single month is going to be eagerly picked up and enthusiastically read from cover to cover. There is no languishing on a newsagents shelf – and there is no being posted through letterboxes of homeowners who might, or might not, be interested.

We pride ourselves on quality, independent editorial and, as a result have grown a loyal readership – as our growing subscription list shows. And our advertisers have found that these loyal readers are more open to quality marketing suggestions, with many of them booking with us month after month due to the standard of leads that they receive via advertising with us.

If you'd like to see how advertising in North Wales Magazine can help you build your business, then please drop us a line at sales@northwalesmagazine.co.uk





Editorial content

North Wales Magazine covers a diverse range of topics, ensuring that there is genuinely something for everyone in each and every issue.

Specialising in what's on listings, we are a comprehensive lifestyle companion and the go-to magazine for the region. If you want to know what's happening in the area, then make sure you pick up a copy of North Wales Magazine!

Food and drink plays a large part in the magazine, as North Wales continues to excel itself in terms of wining and dining. We have a genuine interest in our amazing artisan food industry, as well as the pubs, bars, cafés and restaurants that continue to provide the region with fabulous food on a daily basis.

Likewise, property features heavily within the pages of North Wales Magazine. Homes and interiors are a passion for many, and we cover the latest from the world of interior design and architecture. We also have an insight into reader's homes thanks to our property of the month, and feature the best homes, over a range of price brackets, that are currently on the market.

Tourist attractions, family days out, history, puzzles, columns, competitions, weddings, education, interviews and specialist features complete the editorial package.

If you have something that you think may be of interest to the editorial team, please email:

editorial@northwalesmagazine.co.uk

What's On Guide
Food & Drink
Events
Homes & Interiors
Lifestyle
Nature
Family
History
Horoscopes
Interviews
Competitions
News
Puzzles
Top 10's
Columns

Distribution

North Wales Magazine is available to pick up, free of charge, from a wide range of independent outlets throughout the region, including:

Local shops
Garden centres
Art galleries
Post offices
Shopping centres
Theatres
Estate agents
Libraries
Cafés & restaurants
Craft centres
Hotels & guest houses
Visitor attractions
Hairdressers & beauty salons
Doctors surgeries, dentists & vets

For a full list of where we distribute, please visit
www.northwalesmagazine.com/distribution



north wales

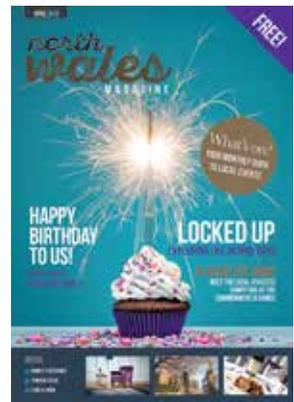
MAGAZINE

Rate Card

Size	x1	x 3	x6	x12
Quarter Page	£100	£90	£80	£70
Half Page	£180	£160	£140	£120
Full Page	£310	£280	£250	£220
Double Page Spread	£520	£480	£440	£400

* All prices quoted are per advert

* VAT is charged additionally at the prevailing rate





Artwork

Quarter page:

A6 paper size:

105mm (width) x 148mm (height)

Half page Horizontal advert:

A5 paper size – 210mm
(width) x 148mm (height)

Vertical advert:

105mm (width) x 297mm (height)

Full Page:

A4 Paper Size: 210mm (width) x 297mm
(height) – plus add 3mm to all sides for bleed

Double page spread:

A3 paper size: 297 mm x 420 mm – plus add
3mm to all sides for bleed

Our preferred format is Adobe Acrobat PDF.
These must be hi-res (press-optimised) with
the fonts embedded. All full-page adverts
should have a 3mm symmetrical bleed (see the
advertising sizes above for more information)

If you don't have your own artwork, or would like
your existing advertising campaign to have a bit
of a freshen up, then please feel free to use our
bespoke design service. Our in-house design
studio works with the latest technology in order
to provide the highest quality adverts currently
available.

FULLPAGE

A4

210x297mm

HALF PAGE

A5

105x297mm

VERTICAL

HALF PAGE

A5

105x297mm

HORIZONTAL

QUARTER
PAGE

A6

105x148.5mm

Important dates

Issue	Artwork deadline	On sale date
February	Friday 17th January	Thursday 30th January
March	Tuesday 18th February	Friday 28th February
April	Tuesday 17th March	Monday 30th March
May	Friday 17th April	Thursday 30th April
June	Friday 15th May	Friday 29th May
July	Wednesday 17th June	Monday 29th June
August	Friday 17th July	Thursday 30th July
September	Tuesday 18th August	Monday 31st August
October	Thursday 17th September	Wed 30th September
November	Friday 16th October	Thursday 29th October
December	Tuesday 17th November	Monday 30th November
January 2021	Tuesday 15th December	Wed 30th December

We are a pretty speedy bunch here at North Wales Magazine so, even if you don't have any artwork in place, then fear not we will be able to turn something around for you – no matter how close to deadline we are!





What our customers say...

In a nutshell, advertising in North Wales Magazine works – but don't just take our word for it!

“Thank you North Wales Magazine! Your quality publication is a key part of our marketing programme and the personal service and attention that we have received from you keeps us coming back!”

Debbie Jones, Gypsy Wood Park

“We have now been advertising with the North Wales Magazine for two years now. Both the quality and the presentation are absolutely superb. We are finding that, because of the wide and varied distribution, there has been a distinct increase in business. The magazine is proving to be one of our most valuable marketing tools – the feedback from our customers has been excellent.”

John Yates, Fletcher & Poole Estate Agents

“Advertising our showroom and what we have to offer in North Wales Magazine has brought us many new customers, and we hear wonderful feedback from those customers on how informative the magazine is and also expressing the excellent quality of the magazine.”

Judith Tattum, Eternal Flame

“North Wales Magazine is a great quality and high standard publication and one which we enjoy working with. Kate, Grant and the team are so supportive of Venue Cymru and Theatr Colwyn and are always very obliging to help promote our many events, both in print and on the North Wales Magazine website. The magazine has an excellent distribution and is an important part of our advertising mix when reaching out to theatre lovers across North Wales. I would have no hesitation in recommending this magazine to any business in the area looking to increase their footfall.”

Richard Jones, Venue Cymru

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Digital

As well as the glossy print publication, North Wales Magazine has a growing digital presence. Our website, www.northwalesmagazine.com, currently has two years worth of timeless content which is being added to by the day.

We host a wide range of fabulous competitions which drives plenty of traffic to our website, as does our strong social media presence. Our followers on Facebook, Twitter and Instagram are very loyal and have been grown organically over the past two years – and our high rates of engagement prove that they are thrilled to be part of the North Wales Magazine online community.

We also have a weekly 'What's On' newsletter which is emailed out to our active list of subscribers. If you have an event that you would like to be included in the newsletter then please email whatson@northwalesmagazine.co.uk with the details.

Sponsorship opportunities are available for the newsletter from just £30 per week. So, if you would like to land in over 2,000 inboxes every week then please email sales@northwalesmagazine.co.uk for further information

Rates on our website start from just £25 plus VAT, so advertising on www.northwalesmagazine.com is a great way to get in front of an engaged audience that is growing by the day.

Booking Form

Advertisement Booking Form

Date: _____

Contact: _____

Company: _____

Address: _____

Telephone: _____

Email: _____

This is an acknowledgement of your instruction to reserve advertising space in North Wales Magazine.

Number of insertions: _____

Insertion publication date/s: _____

Advert copy deadline: _____

Space booked: _____

Net cost per insertion: £ _____

20% VAT per insertion: £ _____

Total per insertion: £ _____

GRAND TOTAL: _____

Account manager: _____

Please sign below only if you are an authorised signatory of the company detailed above.

Name: _____

Signature: _____

Purchase Order No (if applicable): _____

Date: _____

PLEASE SIGN AND DATE THIS FORM AND THEN RETURN IT TO NORTH WALES MAGAZINE.

PLEASE NOTE THAT YOUR BOOKING IS NOT CONFIRMED UNTIL WE RECEIVE THE SIGNED FORM BACK.

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MAGAZINE

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Loving Local Life



www.northwalesmagazine.com