

# Whitby Advertiser

MEDIA PACK



## For the successful delivery of your message

The Whitby Advertiser is now in its eighteenth year of trading and is both a Whitby owned and run business producing a monthly A5 glossy magazine, which is regarded as a trusted and popular community resource.

The magazine is a cost-effective way of advertising, our magazine is hand-delivered to homes and businesses throughout Whitby and the surrounding area every month by our dedicated delivery team. Since our first issue in May 2006, the Whitby Advertiser has established itself as the preferred choice of advertising in the town, with local businesses advertising with us for many years.

If you are looking for a local tradesman or service, the Whitby Advertiser is the first port of call, with a handy index making your advert easy to find. We also have a new mobile-friendly, easy-to-use website where digital copies of our magazine can be found as well as a comprehensive, fully searchable business directory to which all our customers are added free of charge, giving their business valuable online exposure.

We invite you to browse through this media pack where you will find our current advertising rates, the area we deliver to and details of how to supply content for your advert along with our deadlines for 2024.

## Hand delivered to your door every month

### Our distribution area

We deliver **FREE** to the **YO21, YO22, TS12** and **TS13** postcode areas including Tourist Information Centres, Camp Sites, Holiday Cottages, Hotels, Guest Houses and Shops.



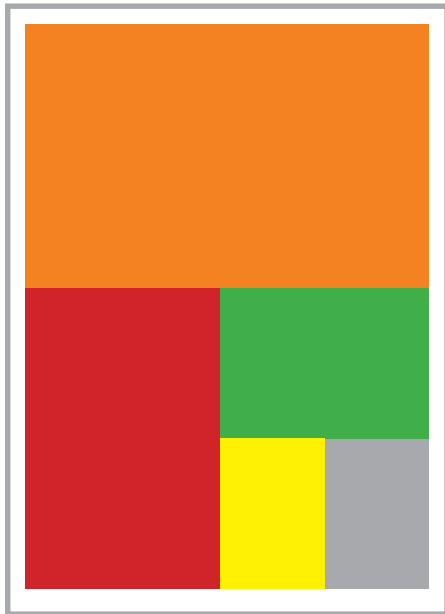
## What we offer

- ✓ **FREE** professional graphic design.
- ✓ **FREE** editorials and community articles (subject to availability).
- ✓ **FREE** entry into our online business directory.
- ✓ **FREE** online exposure of our magazine on the ISSUU digital publishing platform.

# Advertisement options

## Advertising rates

We offer the following sizes and rates for our run-of-book adverts. We also offer special packages for premium positions such as early right-hand pages as well as our centre pages, back cover and front cover. For more information please contact us.



<p><b>FULL PAGE</b> </p> <p><b>Single month booking:</b> £295 /month</p> <p><b>Three month booking:</b> £275 /month</p> <p><b>Six month booking:</b> £250 /month</p>	<p><b>EIGHTH PAGE</b> </p> <p><b>Single month booking:</b> £80 /month</p> <p><b>Three month booking:</b> £75 /month</p> <p><b>Six month booking:</b> £70 /month</p>
<p><b>HALF PAGE</b> </p> <p><b>Single month booking:</b> £175 /month</p> <p><b>Three month booking:</b> £155 /month</p> <p><b>Six month booking:</b> £145 /month</p>	<p><b>SIXTEENTH PAGE</b> </p> <p><b>Single month booking:</b> £50 /month</p> <p><b>Three month booking:</b> £45 /month</p> <p><b>Six month booking:</b> £39 /month</p>
<p><b>QUARTER PAGE</b> </p> <p><b>Single month booking:</b> £125 /month</p> <p><b>Three month booking:</b> £115 /month</p> <p><b>Six month booking:</b> £99 /month</p>	<p>Please note, all prices <b>exclude VAT at 20%</b></p> <p><b>Please see page 3 for information on advertising in a prime location.</b></p>

## Line Ads

If you are a new business with a tight marketing budget or simply a private seller who wishes to advertise an item you have for sale then our line ads are a great cost-effective option.

A basic line ad is up to 20 words\*.

**£20** - private sellers. **£25** - business sellers

\* 75p per additional word.

## What's On Guide

Whitby is a thriving community much loved by both residents and visitors. There is always something happening - shows, festivals, charity fundraising events, weekly club meetings and sports activities. Our current rates are:

**FREE** - for local charities / community organisations

**£20** for all other events (*Maximum of 20 words.*)



# Prime advertising positions

## Booking a prime location for your advertisement

If you need your advert to be in a prime location in our magazine we offer the following packages that you can book for your advertisement:

### Front cover with accompanying banner and inside advertisement

This package comprises of a front cover 'lifestyle' image of your choice with accompanying front cover banner positioned at the foot of the cover (see example).

The cover banner can include a slogan, company logo, QR code etc and will direct the reader to the page location of your advertisement that comes as part of this package.

This package can be adapted to include the back cover / centre spread pages if you wish.

### Front cover with accompanying banner

This package comprises of a front cover 'lifestyle' image of your choice with accompanying front cover banner positioned at the foot of the cover.

### Front cover 'showcase' advertisement

This package comprises of a landscape quarter page advert (138mm x 48mm) positioned at the foot of the front cover.

### Back page advertisement

This package comprises of a full page advertisement positioned on the back cover.

### Centre pages double page spread advertisement

This package comprises of two full page adverts that run as a double page spread across the centre pages of the magazine.

### Premier positioned inside magazine advertisements

With this package you can book your advert to appear on a premium right hand page at the beginning of the magazine - pages available are pages 3, 5 and 7.

### Premium advertising position rates

We have a price on application for the above packages as rates can vary depending on season, demand and availability. If you are interested in any of the above packages please contact us.



▲ Front cover, with lifestyle image and accompanying banner



▲ Front cover, with 'showcase' advertisement

## Competition sponsorship

### Sponsor one of our magazine competitions

We are always looking for businesses and organisations who would be interested in sponsoring our crossword or other regular competitions by donating a prize such as a signed copy of a book or store voucher. Please contact us for further details.

# Information for supplying artwork to us:

## Our advertisement sizes and dimensions:



**FULL PAGE with bleed**  
**Required size:**  
**154mm (width) x 216mm (height)**

These dimensions include 3mm for bleed. Please allow a safe area of 10mm within the artwork to ensure graphics / text are not too close to the trim area.



**FULL PAGE without bleed**  
**Required size:**  
**138mm (width) x 200mm (height)**

These dimensions are for a full page advert that will be positioned centrally on the page allowing for a 5mm white border around the artwork.



**HALF PAGE landscape**  
**Required size:**  
**138mm (width) x 98mm (height)**

Traditional landscape orientation for half page artwork.



**HALF PAGE portrait vertical**  
**Required size:**  
**68mm (width) x 198mm (height)**

Alternative portrait orientation for half page artwork.



**QUARTER PAGE portrait**  
**Required size:**  
**68mm (width) x 98mm (height)**

Traditional portrait orientation for quarter page artwork.



**QUARTER PAGE landscape**  
**Required size:**  
**138mm (width) x 48mm (height)**

Alternative landscape orientation for quarter page artwork.



**EIGHTH PAGE**  
**68mm (width) x 48mm (height)**

Landscape orientation.



**SIXTEENTH PAGE**  
**32mm (width) x 48mm (height)**

Portrait orientation.

## File formats & required spec:

### **Pdf:**

Fonts must be embedded and images no less than 300dpi / CMYK.

### **Tiff or Jpeg (.tiff / .jpg):**

Images must be no less than 300dpi / CMYK.

### **Adobe Photoshop (.psd):**

Please also supply any required fonts or rasterize any type layers. Images must be no less than 300dpi / CMYK.

### **Adobe Illustrator (.ai / .eps):**

Please also supply required fonts or links. Alternatively ensure any links are embedded and type turned to paths. Images must be no less than 300dpi / CMYK.

### **Adobe InDesign (.indd):**

Please also supply any supporting fonts or links (send as 'package'). Images must be no less than 300dpi / CMYK.

## Free graphic design



Don't forget that we offer a FREE graphic design service with our professional and highly experienced team.

It can save you the expense of hiring a design agency or simply save you the time so you can concentrate on growing your business.

## Need our help?

If you have a question about supplying artwork, or our FREE graphic design service simply give us a call or email [design@whitbyadvertiser.co.uk](mailto:design@whitbyadvertiser.co.uk) and we will be more than happy to help.

# 2024 Deadline & distribution dates

## JANUARY ISSUE

**Deadline:** Friday 8th December  
*Distribution from Friday 15th December*

## FEBRUARY ISSUE

**Deadline:** Tuesday 16th January  
*Distribution from Monday 22nd January*

## MARCH ISSUE

**Deadline:** Tuesday 13th February  
*Distribution from Monday 19th February*

## APRIL ISSUE

**Deadline:** Tuesday 12th March  
*Distribution from Monday 18th March*

## MAY ISSUE

**Deadline:** Tuesday 16th April  
*Distribution from Monday 22nd April*

## JUNE ISSUE

**Deadline:** Tuesday 14th May  
*Distribution from Monday 20th May*

## JULY ISSUE

**Deadline:** Tuesday 11th June  
*Distribution from Monday 17th June*

## AUGUST ISSUE

**Deadline:** Tuesday 16th July  
*Distribution from Monday 22nd 31st July*

## SEPTEMBER ISSUE

**Deadline:** Tuesday 13th August  
*Distribution from Monday 19th August*

## OCTOBER ISSUE

**Deadline:** Tuesday 17th September  
*Distribution from Monday 23rd September*

## NOVEMBER ISSUE

**Deadline:** Tuesday 15th October  
*Distribution from Monday 21st October*

## DECEMBER ISSUE

**Deadline:** Tuesday 12th November  
*Distribution from Monday 18th November*

## JANUARY 2025 ISSUE

**Deadline:** Tuesday 10th December  
*Distribution from Monday 16th December*



If you are interested in advertising with us and have a question, just give us a call or drop us an email.

We are more than happy to help you and look forward to bringing business to your door as we have to so many of our customers over the past 18 years.

**We are here for Whitby...  
we are in Whitby and  
proud to serve Whitby!**

## Contact us

Telephone us:  
**01947 605500**

Email us:  
**info@whitbyadvertiser.co.uk**  
**design@whitbyadvertiser.co.uk**

Visit our website:  
**www.whitbyadvertiser.co.uk**

Write to us:  
**Whitby Advertiser Ltd,**  
**PO Box 120, Whitby YO21 3ED**