

GRYFFE ADVERTIZER



Local News • Local Trade • Local People

MEDIA PACK



LOCAL NEWS • LOCAL EVENTS • LOCAL PEOPLE • LOCAL BUSINESS

ABOUT US...

WHY SHOULD YOU ADVERTISE WITH US?

Our magazine is tailored to local readership and retained by our readers. Inside each issue is a collection of local news, events and information, partnered with local trades, business and services.

It is an essential local guide with better value than daily newspapers!

- The Gryffe Advertizer is the **longest running local magazine in the area**
- We have been in business for **25+ years** promoting local trades and businesses
- We're **active on social media** and regularly in touch with our readership
- **10,000 copies hand-delivered** straight to homes every month
- **200 copies distributed** to local outlets for pick up
- We have an **estimated readership of 40,000**
- Our delivery team consists of individual teams spread across the villages
- Delivery is normally completed within **three days of** receiving the magazines back from the printer
- Our office team live locally and work locally
- Our magazine is created in Bridge of Weir and printed in Glasgow, **building our local economy**
- Our **delivery routes are** covered by local people, providing jobs in the local area

"Excellent staff, in particular Fiona who featured my new business in February's edition. Thank you!"

- Julie, client

"This is the Best local Magazine I have ever seen , it is so well done by a dedicated and brilliant Team."

- Mo, client

"Good local information, particularly about local events and tradespeople, and it's free!"

- Bill, reader



A BIT OF HISTORY...

The 'Kilmacolm Advertiser' was relaunched back in **February 1995** to fulfill this need with a simple idea in mind - to give the readers a handy reference of local amenities available and would include:

- News, Events and Local information
- Local Business Advertising and Features
- Classified Section for Sales & Wants

The first edition of the "Kilmacolm Advertiser" was printed as a four page black and white flyer. This then expanded to pulling in the surrounding villages as our readership grew.

OUR MAGAZINE NOW...

The product we have now is a high quality full colour glossy magazine with **10,200** copies **hand-delivered** by a localised team to our readership of **40,000** across:

- Bridge of Weir
- Brookfield
- Houston
- Howwood
- Kilbarchan
- Kilmacolm
- Langbank
- Quarriers

Running under its current ownership since 1995, the Gryffe Advertiser serves the Gryffe village communities bringing them the latest news and events, and a comprehensive list of local trades and businesses.

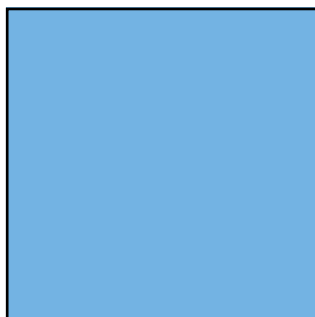
We take pride in **'Keeping it Local'** and print and publish in the local area.



**PROMOTING
LOCAL
BUSINESSES
FOR OVER
25 YEARS!**

ADVERTISING

(PRICES INCLUDING VAT)

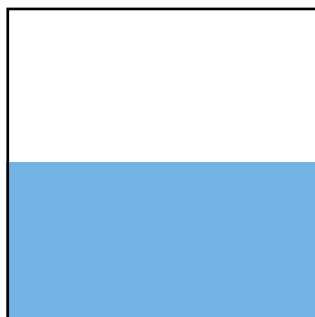


FULL PAGE

19.5cm x 4cols

single issue rate:

b/white	636.40
spot colour	731.88
full colour	846.41

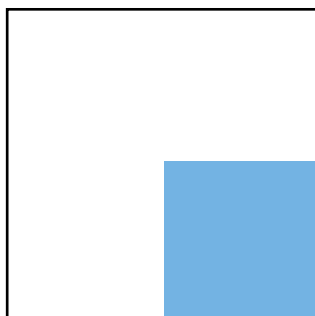


HALF PAGE

10cm x 4cols

single issue rate:

b/white	372.31
spot colour	428.18
full colour	614.15

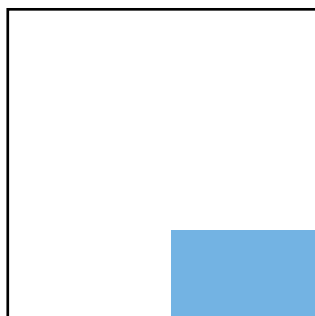


QUARTER PAGE

10cm x 2cols

single issue rate:

b/white	199.03
spot colour	228.88
full colour	264.69

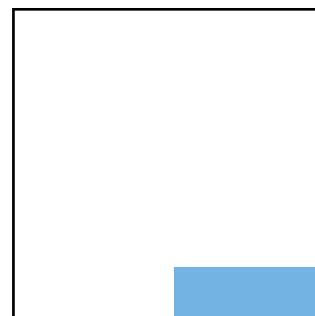


EIGHTH PAGE

6cm x 2cols

single issue rate:

b/white	126.44
spot colour	145.41
full colour	168.16



TWELFTH PAGE

3cm x 2cols

single issue rate:

b/white	69.56
spot colour	80.01
full colour	92.53

SIZES: HEIGHT X WIDTH

WHAT WE NEED FROM YOU...

- Any logos or artwork
- Company name
- Contact details
- Information you want printed

Don't have any artwork? Not to worry! We can create artwork for you. The price of this is included in the cost of your advert.

Advertisers are a key part of our business and our experienced team in the office strive to help you in any way we can.

EDITORIAL FEATURES...

- Lineage £10.80 inc VAT per 20 words (up to 200 words)
- Must be accompanied by an advert

ADVERTISING SUBMISSIONS...

Adverts...

- must be confirmed and approved by our publication deadline
- outwith these dates may be accepted subject to conditions
- will not be published without prior payment

Repeat adverts, with no changes required, or print-ready artwork, can be accepted on the deadline.

All Advertisers must ensure their advert does not contravene the Conditions of Acceptance of Advertising. Insertion of Advertisements and/or Editorial is strictly at the discretion of the Publisher.

COLUMNS

1 column.....	4.5cm
2 columns.....	9.5cm
3 columns.....	14.5cm
4 columns.....	19.5cm

ACCEPTABLE FORMATS

- PDF or JPG
- CMYK
- 300dpi resolution
- No calibration or profiles applied
- All fonts embedded

BOOK & PRE-PAY
4 ISSUES FOR A
20% DISCOUNT



@GryffeAds



@GryffeAds



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www.advertizer.co.uk



@gryffe-advertizer



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