



MAGAZINES

Media Pack

Background

SE Magazines are glossy A5 publications distributed free of charge every month, to a minimum of 5,000 homes within each postcode. Established in March 2005, SE Magazines today reach some 15,000 homes in Dulwich Village, East Dulwich, Forest Hill, Honor Oak and West Dulwich.

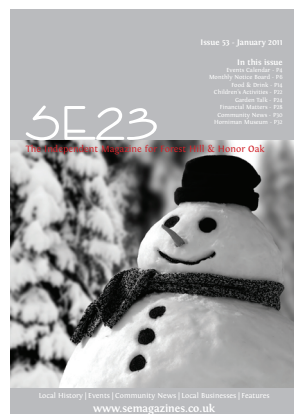
All the magazines are also available to read as a flipzine on our website, so there is no limit to how many people can read them! Back copies are also available to read. The flipzine has hyperlinks to any e-mail or website address, so readers can go direct to your website or contact you via e-mail with ease.

What makes us different?

SE Magazines deliver an interesting read for local residents. They contain valuable local editorial content as well as relevant and interesting feature articles. There is strong evidence that truly local services are preferred by the majority of the UK population.

They provide an informative and helpful magazine that becomes a valuable source of information to residents and an important reference point for sourcing local goods and services. To this end, SE Magazines provide an inexpensive but effective advertising platform for the local business community. The colourful themed front covers of each SE magazine make them stand out from the crowd. We never compromise this by using the front cover for advertising (we even have readers asking for back issues for their "collection"). The other cover positions are available to book.

Beyond the cover there are features of an informative and entertaining nature. This combined with easy to find ads provide a publication that has real value.



Unlike directories where ads can be lost amongst pages of similar ads, we have a dedicated index to ensure your advert can be found.

For our advertisers the compact format, ease of reference, low-cost advertising and strong local appeal are the factors that together differentiate SE Magazines from other publications in the area. Each magazine offers full colour advertisements in a range of sizes, to suit every budget.

Artwork

Our rates are in respect of space booked and do not cover any layout/design that may be required. Please send your ad as a PDF, Jpeg or TIFF file by e-mail. If your ad can be dropped in to position there is no charge for processing your ad. Some Word and Publisher files will also be fine. Images should be supplied as CMYK at a minimum print resolution of 300 dpi.

Approximate page size in mm.

Full	195H	x	135W
Half landscape	95H	x	135W
Half portrait	195H	x	67W
Quarter landscape	45H	x	135W
Quarter portrait	95H	x	67W

A full bleed is available on full page ads, please allow a further 6mm all round. If you are unsure of this, please e-mail or give us a call.

If you would like us to lay out or design your ad for you, there is an extra charge. This ranges from £10 - £30 depending your on requirements. Please contact us to discuss further. (Allow an extra two days prior to our deadline).

Key Features

Free monthly distribution to 5,000 homes in each area during the first week of the month. Strong visual impact and a glossy A5 full colour format.

Advertising/editorial ratio is 50:50. Classified Index of Advertisers. Full, half and quarter page options. Premium positions and themed full-page advertorial features.

Deadline

The deadline is always the 15th of the month preceding the month of publication. Please note that whilst we work to the deadline above, it is always worth contacting us after the deadline to check if there is any availability.

Rates

Ad Size	Per Insert	Per 3 Inserts*	Per 6 Inserts*
Quarter Page	£55	£150	£285
Half Page	£100	£272	£520
Full Page	£180	£490	£940
Inside Front & Back	£200	£545	£1,040
Back Cover	£250	£680	£1,304
DPS	£335	Upon application	
Centre DPS	£375	Upon application	
Gatefold Inside Front Cover	—	Upon application	—

All Prices exclusive of VAT. *Payable in advance of the first ad.

The rates listed above apply to a single issue of one of the above magazines and are *exclusive of VAT*. The three and six insert rates can be used within one magazines or across a selection of magazines.

Payment

Full payment is due before the print deadline to ensure your ad will be included. Payment can be sent by cheque (made payable to SE Magazines Ltd.) and posted to the address opposite. BACS payments can be made, please call for our bank details. You can pay by credit or debit card, please phone through to make your payment. We will not include ads unless payment is received before the print deadline. Please ensure you have received your confirmation that your ad has been received. All artwork is due by the copy deadline.



Contact Us

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