

“Doing business without advertising is like winking at someone in the dark. You know what you are doing, but nobody else does.”

STUART HENDERSON BRITT



INFORMATION

LETTERS SCHOOLS BUSINESS & FINANCE LEGAL ENQUIRIES HEALTH & BEAUTY FOOD & LIFESTYLE WHAT'S ON NEWS FEATURES BOOKS COMPETITIONS POEMS SPORT

» WHO WE ARE

The biggest door-to-door magazine in Wales

25,000 copies hand delivered to local homes every issue!*

On average 3.5 people read each copy (as has been estimated) so we are reaching over **87,000 people** per issue.

Proven performance

We have been running for over 11 years now and **more than 75% of advertisers in the last issue have been with us for more than seven of those years!** The proof's in the pudding as they say... these businesses wouldn't still be advertising if it wasn't working for them.

» WHAT WE DO

Your magazine – your voice

All articles in the Seaside News are written for local people by local people.

We act as a medium through which you can freely express your point of view, communicate with your community (or even promote your business!) without any editorial opinions being imposed on the reader.

Effective advertising

“Success will never be a big step in the future, success is a small step taken just now.” JONATAN MÅRTENSSON

We greatly appreciate the fact that you've contacted the Seaside News. By enquiring you've made the first step in increasing your sales through effective advertising. With more



articles than ever before and constant improvements to the design, content and layout... there's never been a better time to advertise in the Seaside News.

Free design service

“Advertising isn't a science. It's persuasion. And persuasion is an art.” BILL BERNBACH

Our graphic design department has a wealth of experience in

creating innovative and eye-catching visuals. We offer this service to advertisers for FREE.

In addition, for £25 we can supply you with a high res PDF for you to use in any other publication/outlet.

» HOW WE DO IT

Delivered direct to your door

We use reliable adult distributors who have been working with us for a number of years.

We cover all homes† in Porthcawl, Stormy Down, South Cornelly, North Cornelly, Mawdlam, Kenfig, Margam Village, Pyle, Kenfig Hill, Cefn Cribwr, Pen-y-fai, Bryntirion (part of), Broadlands, Whiterock (Bridgend), Brackla & Coity. Copies are also available for collection from a number of local retail outlets.



* No magazine for January
† Minor exclusions may apply

» ADVERTISING RATES

SIZE (& dimensions in mm)	1 Issue	3 Issues	6 Issues	1 Year (11 Issues)
1/32 Page (w:44.5 x h:32)	£25 (29.38)	£65 (76.38)	£120 (141.00)	£200 (235.00)
1/16 Page (w:44.5 x h:66)	£45 (52.88)	£115 (135.13)	£216 (253.80)	£400 (470.00)
1/12 Page (w:93 x h:44)	£60 (70.50)	£155 (182.13)	£288 (338.40)	£500 (587.50)
1/8 Page (w:93 x h:66)	£75 (88.13)	£195 (229.13)	£360 (423.00)	£650 (763.75)
1/6 Page (w:93 x h:90)	£95 (111.63)	£249 (292.58)	£456 (535.80)	£850 (998.75)
1/4 Page (w:93 x h:136.5 or w:190 x h:66)	£125 (146.88)	£320 (376.00)	£600 (705.00)	£1050 (1233.75)
1/3 Page (w:190 x h:90)	£175 (205.63)	£472.50 (555.19)	£840 (987.00)	£1500 (1762.50)
1/2 Page (w:190 x h:136.5 or w:93 x h:277)	£225 (264.38)	£607.50 (713.81)	£1080 (1269.00)	£1900 (2232.50)
Full Page (w:190 x h:277)	£425 (499.38)	£1147.50 (1348.31)	£2040 (2397.00)	£3600 (4230.00)
Front cover Fully booked for 2009		1/8 Page £150 (176.25)	1/4 Page £300 (352.50)	
Inside cover (front & back)		1/2 Page £275 (323.13)	Full page £495 (581.63)	
Back page		1/2 Page £295 (346.63)	Full page £525 (616.88)	
Business articles	£65 (76.38) 250 words	£95 (111.63) 400 words	£125 (146.88) 600 words	£155 (182.13) 800 words

Please note: All prices are subject to VAT @15%. The figure in brackets is inclusive of VAT. The prices offered for booking 3, 6 & 11 issues are based on a single up-front payment and concurrent advertising. Business articles are to be supplied via email.

» LEAFLET DISTRIBUTION

Our distribution service covers all homes in the following areas (total 25,000):
 Porthcawl 7,000 • South & North Cornelly/Margam Village 3,000 • Pyle & Kenfig Hill 3,500 • Broadlands 2,000 • Brackla/Coity 5,000 • Whiterock (Brynteg School are of Bridgend) 2,000 • Pen-y-fai/Cefyn Cribwr 1,500 • Laleston/Bryntirion (part of) 1,000.

PRICES

A5 Single sheet: £25/1000
A4 Single sheet folded to A5 (inc.DL format): £35/1000

Please phone for a quote on anything larger than A4 single sheet folded.

Please note: All prices are subject to VAT @15%. Full payment is required on receipt of flyers. The figure for the above number of houses in each area are approximations and may vary slightly. MINIMUM QUANTITY 1,000. Your flyer will be distributed with the magazine from the 1st of the month and may take up to 10 days to be delivered (weather depending)

» GET IN TOUCH

Please feel free to contact us on either of the numbers below (or via email) if there is anything you want to discuss, or to book your advert.

The deadline is always the **17th of the month** and payment is normally required up-front

(01656) 771746
info@seasideneeds.co.uk

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