

The Edition

St Andrews & The East Neuk Local Community Magazine

Are you struggling to get the word out about Your Business?
We can Help You by delivering Your Message directly into
11,800 Local Homes

Great Value - Advertise from just £70 per issue *

Easy Payments - Spread the cost with monthly payments

Increased Distribution - 11,800 homes in St Andrews & The East Neuk

Making It Easy - A simple call and we can arrange everything for you

CALL NOW ON 01333 313941

* 1/8 page black & white advert minimum 3 issue booking



- Handy A5 size design.
- It's local and delivered FREE to 11,800 homes in St Andrews & The East Neuk; Anstruther, Pittenweem, Kilrenny, Crail, Cellardyke, St Monans, Arncroach, Carnbee & Abercrombie with pick up points in Elie.
- 3 issues per year:
Winter - Nov/Dec/Jan/Feb
Easter / Spring - Mar/Apr/May/June
Summer - Jul/Aug/Sep/Oct
- Local events & community information.
- Competition, seasonal articles & features.
- A great shelf life - unlike free new papers and flyers many people keep hold of The Edition until the next one arrives.

Contact Information:

Publisher: Liza Reekie
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Email: email@theeditionmag.co.uk
Websites: www.theeditionmag.co.uk
Facebook: www.fb.com/theeditionmag
Twitter: www.twitter.com/theeditionmag

Quarter page

Size 60mm x 85mm

One off Advert - £150/£190

Regular Advertiser Rate - £120/£150

Full page

Size 120mm x 180mm

One off Advert - £390/£470

Regular Advertiser Rate - £305/£375

Eighth page

Size 60mm x 40mm

One off Advert - £90/£115

Regular Advertiser Rate - £70/£90

Half page

Size 120mm x 85mm

One off Advert - £200/£275

Regular Advertiser Rate - £160/£220

Full details of pricing can be found on the last page

ORDER FORM : THE EDITION - ST ANDREWS & THE EAST NEUK

Name:

Business Name & Address:

Tel:

Mobile:

Email:

Website:

Type of Business: *Sole Trader / Partnership / Limited Company*

Company Registration Number (for limited company):

Home Address (for sole trader /partnerships):

Please list your social media pages /channels eg Facebook, Twitter , Pinterest, Google+, Youtube, Linked In:

Advert Size: *Full / Half / Quarter / Eighth* Advert: *Black & White or Colour*

Advert Duration: *Single Issue / Regular Advertiser (3 issues)*

Please sign below to confirm your order & accept the terms & conditions:

Signed: _____ Date: _____

TERMS & CONDITIONS

The placing of an order for an advert amounts to the acceptance of the following terms & conditions. Any variations of these terms & conditions must be agreed upon in writing:-

- 1.The advertiser (person or persons) placing the advert with The Edition agrees not to breach any contract or infringe any copyright, trademark or any other right of a third party. The Edition will not be held liable to any proceeding regarding such breach or infringement whatsoever.
- 2.The Edition accepts no liability for any illegality arising from error, omission or inaccuracy regarding material submitted to The Edition and the advertiser will indemnify The Edition against any breach of this clause.
- 3.The Edition will not be held liable for any loss of copy, artwork, photographs or other material. The advertisers agrees to retain the original copies.
- 4.All adverts printed within The Edition are done so in good faith on the understanding any artwork supplied is free of copyright.
- 5.The Edition reserves the right to modify, omit or refuse in whole or in part, any advert submitted for insertion.
- 6.Copyright of all adverts, artwork, copy or other materials that The Edition and its employees have originated or reworked shall remain with The Edition. Permission and the payment of a release fee of £25 is required to use the work for any other purpose.
- 7.Payment in full is required at the time of booking for the first advert. Subsequent adverts are payable within 14 days of invoice. All payments are set up to be made by direct debit, a link will be provided to set this up
- 8.If for any reason an issue is not published a refund of any pre payment will be made, no other compensation will be paid.

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Advertising Rates from Winter 2017

PREMIUM PAGE ADVERT Per Issue		SPECIAL PACKAGES Other Combinations Available on Request		
Front Page	£750	1 x Full Page & 2 x 1/2 Pages Colour £ 815 - B&W £ 625		
Back Page	£590	1 x Full Page & 2 x 1/4 Pages Colour £ 675 - B&W £ 545		
Inside Covers	£490	1 x Full Page & 2 x 1/8 Pages Colour £ 555 - B&W £ 445		
Premium Pages Page 3, 5 & Centre	£490			
STANDARD ADVERT	SINGLE ISSUE	REGULAR ADVERTISER RATE 3 ISSUES PER YEAR		
	Per Issue Cost	Per Issue Cost	Total Year Cost	Monthly Cost
Full Page - Colour	£ 470	£ 375	£ 1125	£ 93.75
Black & White	£ 390	£ 305	£ 915	£ 76.25
1/2 Page - Colour	£ 275	£ 220	£ 660	£ 55.00
Black & White	£ 200	£ 160	£ 480	£ 40.00
1/4 Page - Colour	£ 190	£ 150	£ 450	£ 37.50
Black & White	£ 150	£ 120	£ 360	£ 30.00
1/8 Page - Colour	£ 115	£ 90	£ 270	£ 22.50
Black & White	£ 90	£ 70	£ 210	£ 17.50
ADVERT DESIGN FEE		PAGE PLACEMENT FEE		
If you don't have an advert ready, it's no problem. We can design one for a minimal charge - prices from £15 - £35.		A placement fee of £25 per issue is payable in addition to the advert rates for specific page request.		
BUSINESS PROFILE FEATURE		LEAFLET DELIVERY		
Let potential customers know all about your business, combine 250 words editorial with photograph and advert. Full Page £490		Your leaflets up to A5 size can be delivered with The Edition £90 per 1000. <i>(All prices exclusive of VAT)</i>		

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