

MEDIA PACK

the local business guide



ABOUT THE LOCAL BUSINESS GUIDES

The Local Business Guide Limited publish high quality full colour independent quarterly business guides which provide local businesses with an opportunity to advertise to local householders.

The Local Business Guide is an innovative alternative to local papers, yellow pages and leaflet distribution

KEY BENEFITS OF PROMOTING YOUR BUSINESS IN THE LOCAL BUSINESS GUIDE

- **COST EFFECTIVE** – for less than the cost of one week in your local newspaper, your business can stay with your target audience for three months. An innovative alternative to local papers, yellow pages and leaflet distribution.
- **STRONG EXPOSURE TO A TARGETED LOCAL MARKET** on a regular quarterly basis - local services are preferred by local people.
- **A HIGH QUALITY PUBLICATION** – our guides are produced to a high standard and are a high quality glossy publication utilising 130gsm full colour. The publication is compiled by experienced graphic designers giving it a professional look that is appealing to the reader.
- **HAND DELIVERY** – all of our magazines are hand delivered to householders and we guarantee that copies reach all of the areas on our coverage webpage.
- **LONGEVITY** - the majority of households we deliver to keep The Local Business Guide until the new issue comes out, because it is a handy reference for local trades and businesses.

DISTRIBUTION

Guides will be hand-delivered to over 10,000 homes within your local area. We publish our actual road delivery plan on our website, giving you assurances that your business will reach it's targeted readership.

In addition there will be an accompanying eBook version which may link to the advertisers website which provides an excellent opportunity to maximise advertising.

eEDITION

In addition there will be an accompanying eEdition version of the guide featured on www.thelocalbusinessguide.com, each advertiser has the opportunity to have their advert linked directly to their own website which provides an excellent opportunity to maximise advertising.

ADVERTISING CONTACT DETAILS

Ricky Edwards
Sales Director

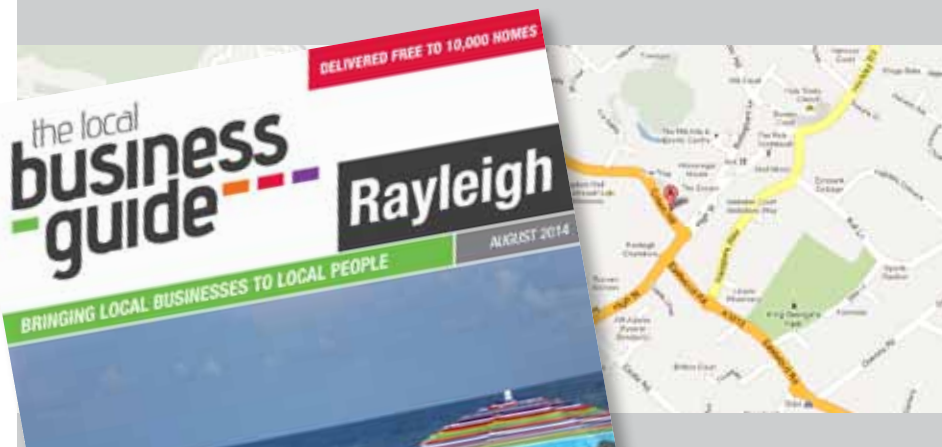
The Local Business Guide Limited
231 Vicarage Hill,
Benfleet, Essex, SS7 1PG

Tel: 01375 402546

Mobile: 07969 211229

E-mail: sales@thelocalbusinessguide.co.uk

www.thelocalbusinessguide.co.uk



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PUBLISHING SCHEDULE

Area	Edition	Booking & Artwork Deadline	Publishing Date
<i>Rayleigh</i>			
	April 2021	April 12th	April 17th
	May 2021	May 17th	May 22nd
	June 2021	June 14th	June 19th
	July 2021	July 12th	July 17th
	August 2021	August 16th	August 21st
	September 2021	September 13th	September 18th
	October 2021	October 18th	October 23rd
	November 2021	November 15th	November 20th
	December 2021	December 6th	December 11th
	January 2022	January 17th	January 22nd
	February 2022	February 14th	February 19th
	March 2022	March 14th	March 19th
	April 2022	April 11th	April 16th
	May 2022	May 16th	May 21st
	June 2022	June 13th	June 18th
	July 2022	July 11th	July 16th
	August 2022	August 15th	August 20th
	September 2022	September 12th	September 17th

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TECHNICAL INFORMATION

WORKFLOW: The Local Business Guide runs a fully digital workflow, using Apple Macintosh computers running OSX and utilising InDesign, QuarkXPress, Photoshop or Illustrator

SUPPLYING MATERIAL: Final material to be supplied as either:

- Press-ready PDF, prepared to Pass4Press specifications (refer to www.pass4press.com).
- Composite EPS files with fonts converted to Outlines/Curves.
- TIFF files at 300dpi at full size (CMYK).
- JPEG files at 300dpi at full size (CMYK), saved at maximum quality.
- InDesign or QuarkXPress files with linked images.

Images and adverts must have a resolution of 300 dpi and pdf files must have the formats embedded before they're sent to us.

If your advert is not available in a digital format then we have the facilities to produce it for you, from your own hard copy text. There will be a small one-off fee for this service but this will then allow your advert to be re-used in subsequent Local Business Guide issues free of any future artwork charges. The publishers reserve the right to change, amend and correct any copy artwork submitted to The Local Business Guide Limited at any time without prior notice. However, if the publishers feel amendments are required then we will make every endeavour to contact the client directly, subject to publishing deadlines.

DELIVERY: Preferred delivery:

- By email (40mb limit on attachments) to artwork@thelocalbusinessguide.co.uk

ARTWORK PROOFING PROCEDURES:

Once a final proof has been agreed, the client is responsible for checking the proof advert and emailing us their approval before the advert can appear in The Local Business Guide.

The Local Business Guide cannot be held liable for misprints/incorrect information once the proof has been approved by the advertiser.

All final proof artwork must be submitted by the material date deadline (listed on website) for each Guide. The Local Business Guide will be distributed on or around the first weekend of the relevant quarter. The Local Business Guide Limited retain the copyright of any adverts created by them for clients unless otherwise agreed.

ADVERT DESIGN: If you do not have your own artwork, we have graphic designers who can provide you with a professionally designed advert at a one-off fee of just £35.

PAYMENT: All invoices are issued after the artwork has been prepared. Full payment for all advertisements must be received within 14 days from the date of the invoice, however, all invoices must be settled prior to publication.

All advertisers must agree to honour the terms of their booking and make payment no later than the terms laid down on the invoice, by any of the methods listed below:

- Cash
- Cheques made payable to 'The Local Business Guide Limited'
- On-line E-banking / Bank transfer (BACS / CHAPS)
- Debit or Credit Card
- Standing order

*Cheques are only accepted on the basis that they will clear before the publication goes to print.

Placement of your advert is taken as acceptance of these terms and conditions

PAPER AND PRINTING (Guide)

• FORMAT

A5 Portrait (210mm tall x 148mm wide)

• METHOD OF PRINTING

Sheet-fed offset

• BINDING

Stitched - two wires

• STOCK

130gsm gloss

• NUMBER OF PAGES

Usually 32 or 40 pages

ADVERTISEMENT SIZES (Guide)



FULL PAGE

Text area 182mm tall x 122mm wide
Bleed area 216mm tall x 154mm wide
Trim size 210mm tall x 148mm wide

HALF PAGE

Text area 88mm tall x 122mm wide

QUARTER PAGE

Text area 88mm tall x 59mm wide

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ADVERTISING TERMS AND CONDITIONS

GENERAL CONDITIONS

1. All invoices must be settled prior to magazine publication.
2. The Local Business Guide Limited reserves the right to cancel any order not settled prior to publication.
3. Any advertisement or material designed by The Local Business Guide Limited will remain the property of, and is for the exclusive use of, The Local Business Guide Limited unless otherwise agreed.
4. The Local Business Guide Limited reserves the right not to publish any advertisement which does not meet with its approval.

CANCELLATION POLICY

Please note that notice of cancellation of space must be given to the sales team one week prior to the Material deadline date (which can found within the media pack). Clients will incur a full advertising charge if cancellation occurs after this date.

CONTRACT AND COPY REQUIREMENTS

All advertisements are accepted and published by The Local Business Guide Limited upon representation that the advertiser is authorised to publish the entire contents and subject matter thereof. In consideration of The Local Business Guide Limited's acceptance of such advertisements for publication, the advertiser will indemnify and hold The Local Business Guide Limited harmless from and against any loss or expense resulting from claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.

No copy changes will be accepted without written confirmation. Only the conditions appearing in The Local Business Guide Limited's acceptance of advertising orders are binding upon The Local Business Guide Limited.

DEFAULT

In the event of any breach by the advertiser, The Local Business Guide Limited shall be entitled to recover from the advertiser, in addition to all other damages, all costs and expenses including court costs, reasonable legal fees and interest at the maximum rate provided by law.

FURTHER INFORMATION

Written details of our terms and conditions, the responsibilities of the company and of clients, production schedules, other services and charges are available on request.

“MAGAZINE
ADVERTISING CAN
INCREASE MARKET
SHARE, ATTRACT
NEW CUSTOMERS
BY INCREASING
PENETRATION & CAN
PERSUADE EXISTING
BRAND USERS TO
BUY MORE – BY
ABOUT 21.6%”

'Sales Uncovered' survey, by the PPA (UK)

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