

YOUR OPTIONS

Because you are likely to be advertising for only a short period, the reader may only see your editorial, advert or leaflet only ONCE. So, it needs to make an impact. You can achieve this by advertising as big as you can afford and/or eye catching design.

These are the choices open to promoting your event with Discover Magazines:

- **Advertising** - guaranteed advertising
- **Editorial** - not guaranteed and not free for commercial organisations
- **What's On** - free but limited to local event and non commercial organisations
- **Leaflets** - refer to the Leaflet Rate Card

DON'T LEAVE IT TOO LATE!

All too often, we receive request to promote a forthcoming event way too late. The magazines they wanted have gone to print weeks ago.

- Look at the delivery date of the magazines you want to use and note the corresponding deadline date. That's the date we need artwork by or editorial

MISSED THE DEADLINE?

If it's an annual event, then make a note of this year's deadline so you are ahead of the game next year!

- An alternative to display advertising in the magazine is leaflet delivery. If we have an available slot we need the leaflets a week before delivery date. We offer affordable design, print and delivery rates.
- Social media - ask Hollie to schedule a post about an event on our Facebook page. It's free!

WHERE? CHOOSE EDITIONS

We publish 13 localised editions delivered to 153,000 homes within a 22 mile radius of Southampton stretching to Test Valley, New Forest, Meon Valley, Hamble, Winchester and down to Holbury on the Waterside.

- Be realistic about how far visitors will travel to your event
- The more editions you choose the better the discount (but higher the cost)

EVENT PACKAGES-SAVE 70%

We know that readers like and use Discover for finding local businesses (our paying advertisers) but also for what's happening in their community.

We are prepared to give event organisers generous discounts as the event advertising boosts the response rates for our other regular advertisers.

EVENT ORGANISERS: CULTURAL | THEATRE | FOOD & DRINK | MUSIC | ARTS | CHARITY | COUNTRY SHOWS | COMMUNITY FESTIVALS

An Event Package includes an advert in 3 editions for up to 2 months. Rates below + vat

BOOKINGS: Melanie Tinson 023 8027 6396

Ad Size	1 Edition p/m save 50%	Package Worth	SAVE 70%
Quarter page	£34	£367	£110
Half page	£61	£658	£197
2/3 page	£89	£966	£289
Full page	£114	£1236	£370

ARE YOU A CHARITY?

We offer 25% discount off Rate Card to registered charities (excluding private schools) but not on the above Event Packages. We must have your registration number to invoice without VAT.

HOLLIE FOR EDITORIAL

If advertising or leaflets is not affordable or not suitable you can submit a request for editorial either online (contact us page on the website) or email Hollie. To increase likelihood of inclusion:

- Keep it succinct
- Written in the 3rd person (use they, you, its NOT we, us, our).
- Attach high resolution pictures and/or a logo - jpg, pdf, eps, gif, png (300 dpi)
- NB - not guaranteed!



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