

# 2023

## PRINT & DIGITAL MEDIA PACK

# THE BRISTOL MAGAZINE

## Bristol's Biggest Magazine

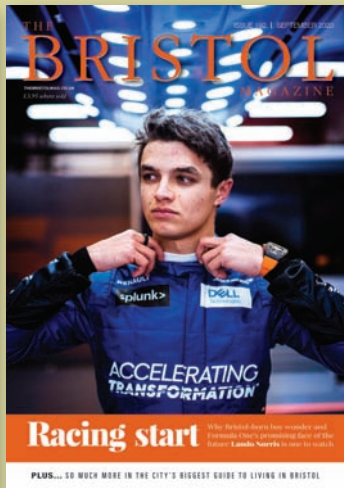
THE BRISTOL MAGAZINE THEBRISTOLMAG.CO.UK THE WEEKEND E-DITION



THEBRISTOLMAG



FILMS BY THE BRISTOL MAGAZINE



# ONE MAGAZINE ONE CITY ONE MONTH

• HOMES & INTERIORS • HEALTH & BEAUTY • WHAT'S ON • ARTS & CULTURE • FASHION • FOOD • GARDENS • MOTORS • CITY LIVING •



# Nobody does Bristol better.

**B**eautifully produced, monthly magazine celebrating the best of life and living in the city of Bristol. Appealing to discerning residents, workers and visitors; The Bristol Magazine is firmly established as the city's most popular and intelligent lifestyle title. Every month an engaging mix of great editorial; all the best advertisers and great print quality.

## Making veggies the main act

**A**fter the years of lockdown we've become used to a dinner that is not a dinner. There is no dining room, there is no table, and the food is often served on the floor. But the good news is that the food is still being made with care and attention. In this issue, we explore the world of plant-based cooking, from simple recipes to more complex dishes. We also feature a recipe for a vegetable-based burger, which is a great way to get your protein and fibre from plants.



# Bristol's biggest monthly magazine

Did you know? We hand deliver to 15,000 households every month

We also have 2,000 copies for business, bulk drops and pick-up stands



## Outlaw chic

When dressing up as a member of the outlaw biker subculture, it's not just about the leather and the studs. It's about the attitude. In this issue, we explore the world of outlaw chic, from the history of the subculture to the latest fashion trends. We also feature a recipe for a biker-style burger, which is a great way to get your protein and fibre from plants.



## You try and get into the psychology of someone who's building a character as (the Walkers) there was American (Cigarettes and) 1966 and all that

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### Expert opinion

1966 and all that

Discover the South West

### Original Cottages

Discover the South West

## Big visions

What's the largest art installation in your home? John Lee, creative director of Woodhouse & Lee gives expert advice on how to host it in the comfort of your own home.

## Style matters

Eden is about for new look. Margaret MacLennan has the tale to tell. Melissa Flower takes it all about for new look. A collection of items about appearing different and your personal style.

## There's something about the idea of women dressing in this kind of Laid Bare On The Prowse way that isn't saying anything terribly good about women

## Discover the South West

Discover the South West

## ESSENTIAL INFORMATION AT A GLANCE

- Launched in 2004, The Bristol Magazine has a well-established and effective letterbox delivery to the city's most affluent residential areas
- Every month the magazine is professionally delivered to 15,000 households - more than any other Bristol title
- Our target properties are valued above £450,000
- From our total distribution, 50% of magazines are delivered to properties valued in excess of £750,000
- A further 2,000 are delivered to businesses and also available for free pick-up from points around the city and from our floorstands at supermarkets
- On average, we reach just over 3 readers per copy
- A long shelf life. As Bristol's only monthly magazine; we are retained by readers for the longest period.

## DISTRIBUTION OVERVIEW

Every month our targeted delivery reaches the residents of Bristol's most affluent residential postcodes

Clifton .....	3500
Clifton Village .....	1800
Redland .....	2800
Westbury Park .....	1000
Stoke Bishop .....	1000
Sneyd Park .....	800
Henleaze .....	1000
Harbourside .....	1500
Bishopston .....	650
Westbury-on Trym .....	500

In addition to our residential delivery, copies are also available at key points throughout the city. The Bristol Magazine is supplied to large employers, businesses, retailers, hotels, estate agents, stylish cafés, art galleries, tourist offices, etc.

We also have exclusive partnerships with John Lewis at The Mall, Cribbs Causeway, Waitrose stores at Portishead, Henleaze, Clifton and Nailsea, and at Harvey Nichols and House of Fraser, Cabot Circus, where our high-capacity distribution stands are sited.

ALSO **EXCLUSIVELY AT:**

**Waitrose**  
**John Lewis**

HARVEY NICHOLS

HOUSE OF FRASER

## DISPLAY ADVERTISING RATES

All prices quoted are per insertion and **exclude VAT**

### DOUBLE PAGE SPREAD

SINGLE INSERT	£1985
3 SERIES (20% DISCOUNT)	£1590
6 SERIES (30% DISCOUNT)	£1390
12 SERIES (40% DISCOUNT)	£1190

### FULL PAGE

SINGLE INSERT	£1100
3 SERIES (20% DISCOUNT)	£880
6 SERIES (30% DISCOUNT)	£770
12 SERIES (40% DISCOUNT)	£660

### HALF PAGE

SINGLE INSERT	£600
3 SERIES (20% DISCOUNT)	£480
6 SERIES (30% DISCOUNT)	£420
12 SERIES (40% DISCOUNT)	£360

### QUARTER PAGE

SINGLE INSERT	£350
3 SERIES (20% DISCOUNT)	£280
6 SERIES (30% DISCOUNT)	£250
12 SERIES (40% DISCOUNT)	£200

### EIGHTH PAGE

SINGLE INSERT	£225
3 SERIES (20% DISCOUNT)	£180
6 SERIES (30% DISCOUNT)	£160
12 SERIES (40% DISCOUNT)	£135

### PREMIUM POSITIONS:

Outside Back Cover, Inside Front Cover, add 25% to the above full page price. Page 3, add 15% to the full page price. Page 5, add 10% to the full page price. Other premium positions available on request. All premium positions are offered subject to availability.

**Advertising Agency Commission - 10%**

## DIGITAL ADVERTISING OPTIONS

WEBSITE . NEWSLETTERS . SOCIAL MEDIA .

Our weekly e-newsletters, a big social media following and the city's most popular lifestyle website, there are lots of extra options and packages to suit all needs and budgets.



Here's just a few ideas to help:

- **Home Page and Global Sidebar Ad:** A premium panel portrait ad which is displayed in the sidebar on the right side of the homepage and also on our global sidebars next to posts across the website. The sidebar panel ad measures 300px wide x 425 px high. **£100 per week or £300 for 30 days.**
- **Home Page Banner:** A premium full-width banner for maximum impact on the homepage. Measures 1250px wide x 500 px high. **£150 per week or £350 for 30 days.**
- **PR Feature & Social Write Up:** This can be your very own feature page on our website. Why not let us be your PR agent and spread your message with the written word. With up to 1000 words and a collection of images you can really promote your services in-depth and detail. We can update it regularly, and when it goes live we will also shout it out on our social networks. **£150 per 30 days, 6 months for £600, or 12 months for £900.**
- **Event Listing:** If you are looking to promote an individual event then our simple **Submit an Event** option is perfect. For just **£40** you can have your event featured in our What's On section – and space and date permitting, for just **£70** it will appear in the printed magazine listings too. The same price includes recurring events, but these are limited to 30 days.
- **Featured Events:** Add more information to your event listing – not only will the event be listed on the website's 'What's On' calendar but you can take a full write-up, incorporating extra images and up to 250 words. We'll even give it a full 'Social Blast' too. This is available at just **£100 and can appear for up to 30 days** prior to the event. Or if the event is an ongoing listing then **£100 per 30 day period.**
- **E-Newsletter Banners and Promotions:** Launched in 2020 our weekly Newsletter continues to grow. Take a banner (645px wide x 300 px high) for just **£40** per Newsletter or **£100 for 4** newsletter appearances. Or if you have a product you want to promote then an image and text box at **£40** per Newsletter. Scheduled listing periods commence from date of first appearance. We aim to have all listings processed and live within 24 hours if required. Please note all prices exclude VAT.



## OR WHAT ABOUT A FILM PROMOTION?...

Talk to us about creating a promotional video or a film and print package

We can create compelling videos that will enchant your audience and elevate your brand. Whether it's to boost sales, generate awareness or simply to inform, the power of video creates a targeted and impactful message for your business.

**The films we make, are shown on our channels too - that's a lot of extra exposure and new customers waiting to find you.**

## LOOSE INSERTS

'Piggyback' our professional distribution.  
Prices from only £60 per 1000.

Inserting a brochure, catalogue or any other printed product into our magazine is an excellent way of making sure your message really reaches the best audience. *Price subject to weight and size limitations*

### ADVERTISING COPY DEADLINES AND PUBLISHING DATES 2023

ISSUE	DEADLINE	PUBLISHED
JANUARY 2023	14 DECEMBER	30 DECEMBER
FEBRUARY	18 JANUARY	31 JANUARY
MARCH	15 FEBRUARY	28 FEBRUARY
APRIL	15 MARCH	28 MARCH
MAY	12 APRIL	25 APRIL
JUNE	17 MAY	30 MAY
JULY	14 JUNE	27 JUNE
AUGUST	19 JULY	1 AUGUST
SEPTEMBER	16 AUGUST	29 AUGUST
OCTOBER	13 SEPTEMBER	26 SEPTEMBER
NOVEMBER	18 OCTOBER	31 OCTOBER
DECEMBER	15 NOVEMBER	28 NOVEMBER
JANUARY 2024	13 DECEMBER	29 DECEMBER

## WEBSITE, SOCIAL & NEWSLETTER

Statistics at July 2022

Website: 17 k+  
unique visits per month

30 k+ followers  
Twitter and Instagram

4000 +  
Newsletter subscribers



## TECHNICAL DETAILS

Please supply artwork as high resolution PDFs.  
Created in CMYK, with any layers flattened.

### DOUBLE PAGE SPREAD

Please supply artwork as two separate full pages.

### FULL PAGE

TYPE AREA	270 x 190 mm
BLEED	303 x 216 mm
TRIM	297 x 210 mm

### SAFE SETTING

Full Bleed and Trim Sizes are for images and colours to run off page. Please keep text and essential image elements at least 5mm inside the trim area.

### HALF PAGE

VERTICAL	270 x 92 mm
HORIZONTAL	132 x 190 mm

### QUARTER PAGE

PORTRAIT ONLY	132 x 92 mm
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### EIGHTH PAGE

LANDSCAPE ONLY	65 x 92 mm
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## PRODUCTION CHARGES

If you are unable to supply print ready artwork or need professional help designing your advertising for The Bristol Magazine, we can offer a bespoke design service; with setting charges starting from:

Quarter Page	£25
Half Page	£50
Full Page	£75

High resolution artwork  
released for other use: £50

### Proofing Charges:

First proof is included in booking price, however further amendments will be charged at £10 per proof. All of the above exclude VAT

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Email: [sales@thebristolmagazine.co.uk](mailto:sales@thebristolmagazine.co.uk)

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