

2024

PRINT & DIGITAL MEDIA PACK

THE BRISTOL MAGAZINE

Bristol's Biggest Magazine

THE BRISTOL MAGAZINE

THEBRISTOLMAG.CO.UK

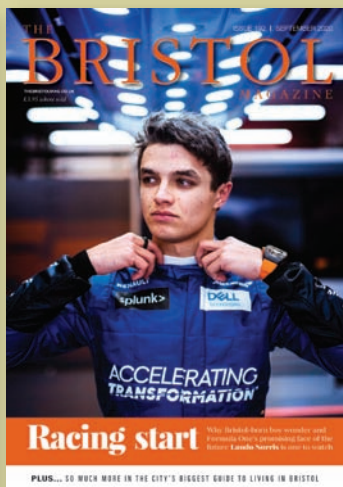
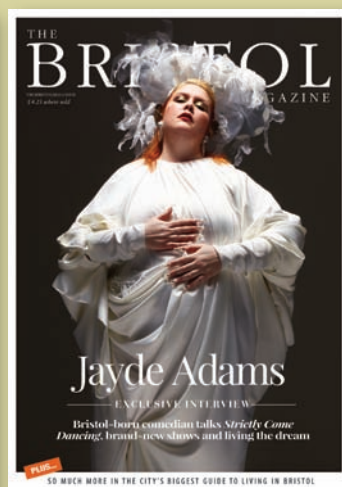
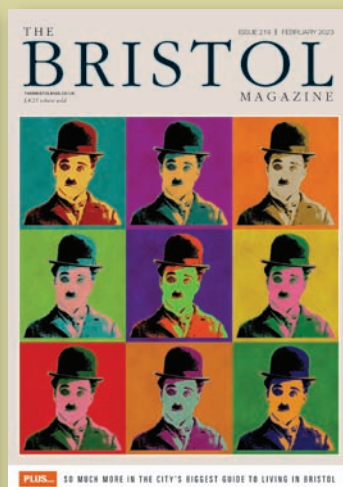
THE WEEKEND E-DITION



THEBRISTOLMAG



FILMS BY THE BRISTOL MAGAZINE



ONEMAGAZINEONECITYONEMONTH

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



Nobody does Bristol better.

Beautifully 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.

**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**



Making veggies the main act

Masterchef star chef Matt Hancock is popular Bristol restaurant chef, sharing a couple of recipes from his Bristol eatery, The Kitchen, in the city's biggest guide to living in Bristol.

After the stress of the pandemic and the loss of his restaurant, Matt Hancock has turned his hand to cooking at home. He has been working on his recipes and has been sharing them with his followers on Instagram. He has been working on his recipes and has been sharing them with his followers on Instagram. He has been working on his recipes and has been sharing them with his followers on Instagram.



Outlaw chic

When dressing up as a rebel, you're not just looking for a change of style, you're also looking for a change of attitude. The person in the image is wearing a hat and a patterned jacket, which are classic symbols of rebellion. They are standing in a room with a large window, looking out at the world. This is a classic image of a rebel, someone who is not afraid to stand out and be different.



You try and get into the psychology of someone who's looking a character in the streets there was American Capital and 1960s influence

When you look at the mural, you can see the influence of American Capital and the 1960s. The mural is a colorful and abstract piece of art, and the people standing in front of it are dressed in casual clothing. This is a classic image of a rebel, someone who is not afraid to stand out and be different.



INTERIORS NOTES

Latest news from some of the city's best interiors. The page features a large image of a room with a fireplace and a large window. The headline is 'INTERIORS NOTES'.



LIGHTBULB MOMENT

The page features a large image of a lightbulb. The headline is 'LIGHTBULB MOMENT'.



Stitching stories

The page features a large image of a person stitching a piece of fabric. The headline is 'Stitching stories'.



Beacon reborn

The page features a large image of a building. The headline is 'Beacon reborn'.



Lightbulb Moment

The page features a large image of a lightbulb. The headline is 'Lightbulb Moment'.

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 **£45** you can have your event featured in our What's On section – and space and date permitting, for just **£75** 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 **£45** 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 **£45** 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 2024

ISSUE	DEADLINE	PUBLISHED
JANUARY 2024	13 DECEMBER	29 DECEMBER
FEBRUARY	17 JANUARY	30 JANUARY
MARCH	14 FEBRUARY	27 FEBRUARY
APRIL	13 MARCH	26 MARCH
MAY	17 APRIL	30 APRIL
JUNE	15 MAY	28 MAY
JULY	12 JUNE	25 JUNE
AUGUST	17 JULY	30 JULY
SEPTEMBER	21 AUGUST	3 SEPTEMBER
OCTOBER	18 SEPTEMBER	1 OCTOBER
NOVEMBER	16 OCTOBER	29 OCTOBER
DECEMBER	11 NOVEMBER	26 NOVEMBER
JANUARY 2025	13 DECEMBER	30 DECEMBER

WEBSITE, SOCIAL & NEWSLETTER

Statistics at July 2022

Website: 17 k+
unique visits per month

30 k+ followers
Twitter and Instagram

5000 +
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

TRIM	275 x 210 mm
BLEED	281 x 216 mm
FLOAT (with page folio)	245 x 186 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	245 x 90 mm
HORIZONTAL	120 x 186 mm

QUARTER PAGE

PORTRAIT ONLY	120 x 90 mm
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EIGHTH PAGE

LANDSCAPE ONLY	60 x 90 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
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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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The Bristol Magazine and The Bath Magazine are published by MC Publishing Limited