

HANOVER DIRECTORY **rate card** 2019

Quick overview...

There are currently two packages available...

Traditional: This package comprises advertising in the printed publication...

The Hanover Directory. The Directory is delivered to every home in Hanover every month.

Enhanced: The Enhanced Package includes advertising in the printed Hanover Directory each month plus it also includes membership to our Trusted and Local reviews website. This website is promoted in all our different publications to 30,000 Brighton and Hove homes every month.

There are three ways to pay for advertising with us...

Pay as you go: With this option you pay for your advertising each month.

Subscription: With this option you subscribe for 6 or 12 months and pay monthly by direct debit. A 10% or 15% discount off the 'pay as you go' price is included.

Pay up front: With this option you pay for twelve months up front and get a 20% discount off the 'pay as you go' price.

For more information about the above pricing and packages, as well the Trusted and Local website please visit the FAQ section of our website at www.brightonandhovemagazines.co.uk

the traditional package

Pay as you go... (three month commitment required. Months do not need to be consecutive)

These fees are due monthly before publication and are exclusive of VAT.

Size of Advert	Sixteenth	Eighth	Quarter	Half	Full
Cost per month	£22	£33	£44	£77	£143

Subscription... (fees taken monthly by Direct Debit and are exclusive of VAT)

Six Month Subscription

These fees include a **10% discount** off the 'Pay as you go' rate.

Size of Advert	Sixteenth	Eighth	Quarter	Half	Full
Cost per month	£19.80	£29.70	£39.60	£69.30	£128.70

Twelve Month Subscription

These fees include a **15% discount** off the 'Pay as you go' rate

Size of Advert	Sixteenth	Eighth	Quarter	Half	Full
Cost per month	£18.70	£28.05	£37.40	£65.45	£121.55

Pay up front...

These fees include a **20% discount** off the 'Pay as you go' rate and the full 12 months are paid up front before the publication of the first issue.

Size of Advert	Sixteenth	Eighth	Quarter	Half	Full
Cost for full year	£211.20	£316.80	£422.40	£739.20	£1,372.80

the enhanced package



The prices below include the traditional package with a further £25 a month added for having full use of the Trusted and Local website.

Pay as you go...

This option is not available for the enhanced advertising package

Subscription...(fees taken monthly by Direct Debit and are exclusive of VAT)

Six Month Subscription

These fees include a **10% discount** off the 'Pay as you go' rate.

Size of Advert	Sixteenth	Eighth	Quarter	Half	Full
Cost per month	£42.30	£52.20	£62.10	£91.80	£151.20

Twelve Month Subscription

These fees include a **15% discount** off the 'Pay as you go' rate

Size of advert	Sixteenth	Eighth	Quarter	Half	Full
Cost per month	£39.95	£49.30	£58.65	£86.70	£142.80

Pay up front...

The full 12 months is paid up front before the publication of the first issue.

These fees include a **20% discount** off the full rate. They are exclusive of VAT.

Size of advert	Sixteenth	Eighth	Quarter	Half	Full
Cost for Full Year	£451.20	£556.80	£662.40	£979.20	£1,612.80

premium spaces

These are monthly fees and are exclusive of VAT.

Back Cover.....£225

Inside Back Cover.....£185

Inside Front Cover.....£185

Front cover 'block' advert....£60

other

Advert design.....£10 for a simple layout. More complicated designs charged accordingly

Editorial space.....Charged at same rate as advertising space and includes free lay out.

Leaflet insertion....£35 per thousand leaflets inserted

advert requirements

Dimensions:

Size of Advert	Sixteenth	Eighth	Quarter	Half	Full
Advert Dimensions	34 mm wide by 51 mm high	73 mm wide by 52 mm high	73 mm wide by 107 mm high	150 mm by 107 mm high	150 mm wide by 220 mm high

Format: Our preferred format is PDF but we can accept most formats including J-peg, tiff and Word

Deadlines: Deadline for artwork is the 15th of the month before. e.g. 15th March for the April edition. Only exception is January deadline which is 10th December

Please call 01273 551021 or email info@hanoverdirectory.co.uk if you have any questions...