

# The **Hockley** Flyer

THE 'VOICE' OF THE JEWELLERY QUARTER



how The **Hockley** Flyer can help to promote your business in print and online



Published by YBA Publications.

With effect from 1st January 2021

The Hockley Flyer is the leading magazine published for Birmingham's Jewellery Quarter area.

**Magazine History**

The Hockley Flyer magazine is an A5 size local publication for Birmingham's Jewellery Quarter, and was founded by Marie and Mark Haddleton in the mid 1980's, and in November 2018 reached its 400th issue, and still going strong!

Originally intended to be a single page 'flyer' with a few small ads and a bit of news, by the time word had got out the single sheet of paper or Flyer had grown into a magazine before the first issue was even published, so we had to learn about printing and publishing magazines - FAST

**Print Frequency/Distribution**

The Hockley Flyer is published 12 times a year, close to the 15th of the month,

The deadline for all copy including adverts and news items is the 25th of the month, preceding cover date i.e. 25th May for June.

It is mostly distributed around the Birmingham Jewellery Quarter plus subscribers in the UK, and an increasing online readership.

**Contact**

**General enquiries:**  
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**Editorial:** Mark Haddleton  
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**Production:** Mark Haddleton  
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**Published by:** YBA Publications, 31 Cedarwood Croft, Great Barr, BIRMINGHAM, B42 1HS

**Small Ads**

**HOW TO BOOK AN ADVERTISEMENT:**

Deadline 25th of the month preceding cover date for printed magazine.

**Book on-line:**

www.thehockleyflyer.info/product/small-ads

Via Email: info@thehockleyflyer.info

SIZE	Number of Insertions			
	1	3	6	12
30mm x 1 column (40mm)	£10.00	£15.00	£22.50	£36.00
30mm x 2 column (84mm)	£15.00	£30.00	£45.00	£72.00
40mm x 1 column (40mm)	£15.00	£20.00	£30.00	£48.00
40mm x 2 column (84mm)	£20.00	£40.00	£60.00	£96.00
50mm x 1 column (40mm)	£17.50	£25.00	£37.50	£60.00
50mm x 2 column (84mm)	£25.00	£50.00	£75.00	£120.00
60mm x 1 column (40mm)	£20.00	£30.00	£45.00	£72.00
60mm x 2 column (84mm)	£30.00	£60.00	£90.00	£144.00

**Book on-line:** Our Small Ads are the most cost effective and easiest adverts available. From 1 to 12 months, and every size from 3cm x 1 column to 6cm x 2 columns, these can be booked online and paid for at the same time. The cost is inclusive for all insertions booked! You can also upload your artwork whilst ordering.

**Book off-line** Send via email or post, but we do need payment for all insertions booked before accepting new adverts.

[www.thehockleyflyer.info](http://www.thehockleyflyer.info)

Your local magazine for over 38 years

**Recruitment**

**HOW TO BOOK AN ADVERTISEMENT:**

Deadline 25th of the month preceding cover date for printed magazine.

**Book on-line:**

www.thehockleyflyer.info/product/recruitment-adverts

Via Email: info@thehockleyflyer.info

**Display Adverts**

SIZE	AREA h x w	1 insertion
Full Page	188mm x 128mm	£110.00
1/2 Page	92mm x 128mm	£70.00
1/4 Page	92mm x 62mm	£40.00
1/8 Page	44mm x 62mm	£22.50

**Book on-line:** We have 3 sections you can advertise your vacancies to suit all budgets.

**Display Adverts:** To make the biggest splash use our Display Adverts in three sizes. [www.thehockleyflyer.info/product/recruitment-adverts](http://www.thehockleyflyer.info/product/recruitment-adverts)

**Small Ads:** If you want to advertise on a smaller scale try our Small Ads from 1 column or 2 columns x 3cm up to 6cm. Lots of options - see [www.thehockleyflyer.info/product/small-ads](http://www.thehockleyflyer.info/product/small-ads)

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**About Advertising - Display and Digital**



The Hockley Flyer magazine is an A5 size local publication for Birmingham's Jewellery Quarter.

The display advertisements start at an 1/8 page in size and go up to double page spreads depending on your requirements.

Our prices are based on single or 12 monthly insertions and copy can be changed whenever required but this has to be received by the deadline date to ensure it is updated.

It is also the advertisers responsibility to supply new copy or instructions by the deadline date.

Adverts with full bleed should allow at least 3mm bleed. Go to our website to download a page template.

Although not shown we can also do 3 and 6 monthly insertions, see website or ask for prices.

**Print - Display Advertisement Prices**

SIZE	TYPE AREA	1 insertion	12 insertions	Yearly payment
2 Pages	2 x 210 x 148mm + 4mm bleed	£260.00 per month	£210.00 per month	£2142.00 save 15%
Full Page	210mm x 148mm + 4mm bleed 200mm x 138mm NO bleed (boxed)	£160.00 per month	£130.00 per month	£1326.00 save 15%
1/2 Page	98mm x 138mm landscape or 200mm x 67mm portrait NO bleed (boxed)	£80.00 per month	£70.00 per month	£714.00 save 15%
1/4 Page	98mm x 67mm portrait or 47mm x 138mm landscape	£60.00 per month	£50.00 per month	£510.00 save 15%
1/8 Page	47mm x 67mm landscape only	£35.00 per month	£27.50 per month	£280.50 save 15%
Back Cover	210mm x 148mm + 4mm bleed	£210.00 per month	Series accepted. Must be of excellent mostly photo design	
Inside Back Cover	210mm x 148mm + 4mm bleed	£190.00 per month	Series accepted. Must be of excellent design	
Inside Front Cover + Front Cover Strap	210mm x 148mm + 4mm bleed + Strap at 39mm x 148mm + 4mm bleed	£200.00 per month	Series may be accepted, plenty of changes of copy though please.	

**Digital - Rate Card for www.thehockleyflyer.info web site**

The Hockley Flyer magazine also has a very busy website with lots of different advertising spaces available, along with an events web site at [www.jqevents.info](http://www.jqevents.info).

SIZE	7 days	14 days	30 days	365 days
Leaderboard 728 x 90 pixels - various homepage	See <a href="https://thehockleyflyer.info/web-adverts">https://thehockleyflyer.info/web-adverts</a>			
Square 250 x 250 pixels - 2 positions sitewide	See <a href="https://thehockleyflyer.info/web-adverts">https://thehockleyflyer.info/web-adverts</a>			
More sizes and positions available	See <a href="https://thehockleyflyer.info/web-adverts">https://thehockleyflyer.info/web-adverts</a>			

## Small Ads

As well as the display adverts running throughout the magazine, we also have Small Ads which are cheaper than display adverts, and are based on column centimetres. These ads run for consecutive insertions and prices are inclusive for the

series booked. These run from 1 to 12 months, and start at 3cm x 1 column up to 6cm x 2 column maximum size.

Prices are online on our web site for all sizes available.



## Terms of Acceptance / Data

**GENERAL:** Note it is the responsibility of the advertiser or their agent to make the publisher aware of any copy changes and to provide new artwork by the set deadline.

**DEADLINE/PUBLISHING DATES:** Advertisements etc. must be received by the 25th of the month preceding cover date. Magazine is published roughly the 15th of each month.

**APPOINTMENTS / JOB ADVERTS (Display):** Adverts are slightly smaller in size than normal display, and are also slightly cheaper.

**CLASSIFIEDS:** The original and oldest form of advertising with simple lineage adverts with no design - just pay a fee for up to a maximum of 800 characters. Automated online system gives you flexibility with your adverts. Note if you change the copy please make us aware you have changed it by the deadline.

**CANCELLATION:** Notice must be received in writing by 20th of month preceding cover date.

**LATE PAYMENT:** We reserve the right to charge £10 administration charge for payments exceeding our payment terms, which are 30 days from date of invoice.

**PRODUCTION:** PDF files of press quality, images around 300dpi resolution preferably as CMYK. PDF files produced in Quark and

InDesign from both PC and MAC platforms accepted. PDF files produced from Microsoft Publisher may give unexpected results not shown up on screen. We do **NOT** accept PDF files produced with CorelDRAW as the colour profiling is different giving poor results in the final printing stage (these are not apparent pre-press).

**ARTWORK:** Normally free of charge, but a charge will be made for complex advertisements, or advertisement alterations.

**BLEED OPTIONS:** Full bleed option on all full- and 1/2- page adverts with 4mm on outer edges.

**PROOFS:** Not normally supplied, but if a proof must be supplied a charge will be made of £10, and any alterations must be made within 24 hours of the proof being supplied. Alterations will also be subject to charges.

**BOX NUMBERS & INSERTS:** Sorry - not accepted.

**LEAFLETS:** Sorry we do not offer a leaflet distribution service, nor do we accept inserts in the magazine.