

ADVERTISEMENT RATES

www.thehockleyflyer.info

Your local magazine for over 40 years

GREAT VALUE
ADVERTISING IN

The Hockley Flyer

SEE ONLINE FOR DISCOUNTS

Contact

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The Hockley Flyer is published 12 times a year, close to the 15th of the month. Mostly distributed around Birmingham's Jewellery Quarter plus subscribers in the UK, and an increasing online readership.

Recruitment Display Ad. Prices

SIZE	AREA h x w	1 insertion
Full Page	188mm x 128mm	£121.00
1/2 Page	92mm x 128mm	£77.00
1/4 Page	92mm x 62mm	£44.00
1/8 Page	44mm x 62mm	£25.00

Print - Display Advertisement Prices

GREAT PRE-PAYMENT DISCOUNTS

SIZE	TYPE AREA h x w	1 insertion	12 insertions	Yearly payment
2 Pages	2 x 210 x 148mm + 4mm bleed	£286.00 per month	£230.00 per month	£2346.00 save 15% pre-payment required
Full Page	210mm x 148mm + 4mm bleed 200mm x 138mm NO bleed (boxed)	£176.00 per month	£143.00 per month	£1458.00 save 15% pre-payment required
1/2 Page	98mm x 138mm landscape or 200mm x 67mm portrait NO bleed (boxed)	£88.00 per month	£75.00 per month	£765.00 save 15% pre-payment required
1/4 Page	98mm x 67mm portrait or 47mm x 138mm landscape	£55.00 per month	£45.00 per month	£459.00 save 15% pre-payment required
1/8 Page	47mm x 67mm landscape only	£27.50 per month	£22.50 per month	£229.50 save 15% pre-payment required
Back Cover	210mm x 148mm + 4mm bleed	£220.00 per month	Series accepted. Must be of excellent design	
Inside Back Cover	210mm x 148mm + 4mm bleed	£184.00 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	£209.00 per month	Series may be accepted. Must be of excellent design with plenty of changes of copy though please.	

Terms of Acceptance / Data

GREAT VALUE ADVERTISING IN The Hockley Flyer

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 **2nd of the month latest** for inclusion in that month's issue, e.g March 2nd for the March issue.

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

CANCELLATION: Notice must be received in writing by 25th 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. NEW - plus

from Affinity Publisher 2. 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.

ORDER ONLINE AT: <https://www.thehockleyflyer.info>