



# Brighton and Hove Magazines Rate Card 2024

## Quick overview...

In response to the Coronavirus pandemic we changed the format of our magazines to create a format and pricing structure to help all local businesses get back on track by allowing them to promote to many more homes for significantly less money per household. Whereas previously we printed 7 separate magazines that were distributed to 7 different communities we combined these magazines and we created two new publications: **The BRIGHTONIAN** and **The HOVARIAN**.

Each magazine has editorial sections for each area of the city where they are distributed. They also have a section for citywide articles. The magazines are A5 in size and each publication is distributed to 12000 homes and businesses.

## Distribution areas...

Each magazine is delivered to the same houses as we have always delivered to with the areas covered as follows...

**The BRIGHTONIAN** is distributed to 12,000 homes and venues in Fiveways, Hanover, Queens Park, North Laine and Kemptown

**The HOVARIAN** is distributed to 12,000 homes and venues in West Hove, Poets Corner, Hove Park and a section of Central Hove.

Both magazines are also placed in multiple pick up points around the city.

## Rates...

Price per month to appear in one publication	Dimensions (mm)	PRICE	Price per month to appear in both publications	Dimensions (mm)	PRICE
SIXTEENTH PAGE ADVERT...	62 wide x 20 high	£23 + VAT	SIXTEENTH PAGE ADVERT...	62 wide x 20 high	£41 + VAT
EIGHTH PAGE ADVERT...	62 wide x 45 high	£46 + VAT	EIGHTH PAGE ADVERT...	62 wide x 45 high	£80 + VAT
QUARTER PAGE ADVERT...	62 wide x 93 high	£85 + VAT	QUARTER PAGE ADVERT...	62 wide x 93 high	£160 + VAT
HALF PAGE ADVERT...	128 wide x 93 high	£154 + VAT	HALF PAGE ADVERT...	128 wide x 93 high	£282 + VAT
FULL PAGE ADVERT...	128 wide x 190 high	£260 + VAT	FULL PAGE ADVERT...	128 wide x 190 high	£490 + VAT
<b>Premium places...</b>					
RIGHT HAND PAGE...	As above	add £15 + VAT to above prices	This is because all adverts are on left facing pages and articles on right facing pages so to have an advert on right hand page means changing whole layout of magazine.		
PREMIUM ADVERTISERS		P.O.A	Five businesses per magazine will rotate around the 5 premium spots in rotation each month. If you want to be a premium advertiser please get in touch.		

## Payment

All adverts have to either be paid for by Direct Debit or in advance of printing by card payment or bank transfer. After the initial three months of advertising adverts continue to appear on a rolling monthly basis but can be cancelled by the advertiser with a month's notice.

## Other

**ADVERT DESIGN...** If you need us to help with advert design, basic layout is £7.50 + VAT. More complicated designs charged per hour.

**EDITORIAL SPACE...** You can choose to use booked space for an editorial feature, this space is charged at the same rate as advertising space and also includes free layout in the style of the magazine.

## Advert Requirements

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

**Deadlines:** Artwork deadline is the 15th of the month before. e.g. 15th March for the April edition. (Except Jan deadline which is 10th Dec)

**Please call 01273 282121**

**or email [info@brightonandhovemagazines.co.uk](mailto:info@brightonandhovemagazines.co.uk) if you have any questions...**