



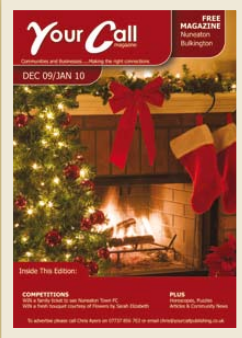
www.yourcallpublishing.co.uk

Media Pack & Advertising Guide 2010



Your Call Magazine is an independent publication run locally in Coventry and Warwickshire. It has been established since July 2005 and is part of the local community.

It is trusted by many Coventry and Warwickshire businesses who advertise in it, as a proven way to reach new local customers.



Distribution

Your Call magazines are hand delivered to **40,000** selected homes over a two month period. Four magazines are in circulation each covering 10,000 homes. Advertise in two or more magazines and receive a discounted rate.

Your Call Coventry West - delivered to 10,000 homes/businesses over a 2 month period in: **Allesley Village, Nailcote Grange, Banners Brook, Tile Hill, Eastern Green, Mount Nod, Millisons Wood, Meriden, Westwood Heath and Balsall Common.**

Your Call Coundon, Chapelfields and Earlsdon - delivered to 10,000 homes/businesses over a 2 month period in: **Coundon, Chapelfields and Earlsdon.**

Your Call Coventry South - delivered to 10,000 homes/businesses over a 2 month period in: **Stivichall, Finham, Green Lane, Cheylesmore and Baginton.**

Your Call Nuneaton and Bulkington - delivered to 10,000 homes/businesses over a 2 month period in: **Whitestone, Horeston Grange, St Nicholas Park, Weddington, Crowhill Estate, Sterling Estate and Bulkington.**

Advertising Information

- Handy A5 quality glossy magazines, which are read and retained.
- Locally based and delivered free to homes and businesses.
- Community information and events.
- Monthly distribution.
- Regular quality editorial features.
- Index of advertisers for quick reference.
- The majority of customers re-book because they know it works.
- Advertising rates are affordable.
- All customers booking for four months or more receive a free listing on our website.

Advert Formats

We accept adverts in the following formats:

PDF, JPEG, TIFF, MS Word / Publisher / Powerpoint, Handwritten drafts.

A professional advert design service is also available.

Contact Details

Your Call Magazines

Lynne Heard, Managing Director

Telephone: 024 7646 4265 / 07724 050678

Steven Heard, Operations Director

Telephone: 024 7646 4265 / 07976 777449

Email: yourcallcoventry@btinternet.com

Address:

63 Pheasant Oak, Coventry, West Midlands CV4 9XJ

Your Call Promotions (Flyers, Leaflets, Stationery Printing)

Steven Heard

Telephone: 024 7646 4265 / 07976 777449

Your Call Publishing Ltd is a registered company in England and Wales; Company No.6849364
Registered Office: 63 Pheasant Oak, Coventry, West Midlands CV4 9XJ



Make your business
everyone's business with
Your Call Magazines!

Advertising Price List 2010



eighth page



quarter page



quarter page horizontal



half page horizontal



half page vertical



full page



double page spread

PRICES (EX. VAT)

1/8 Page

2 MONTHS

£18 pcm

2 month booking - £36

1/4 Page

£35 pcm

2 month booking - £70

1/2 Page

£55 pcm

2 month booking - £110

Full Page

£95 pcm

2 month booking - £190

Front Page Banner (Including Page 3)

£150 pcm

2 month booking - £300

Back Page

£130 pcm

2 month booking - £260

Inside Front Cover

£105 pcm

2 month booking - £210

Inside Back Cover

£100 pcm

2 month booking - £200

Double Centre Page Spread

£199 pcm

2 month booking - £398

4 MONTHS

£16 pcm

4 month booking - £64

£31 pcm

4 month booking - £124

£50 pcm

4 month booking - £200

£90 pcm

4 month booking - £360

6 MONTHS

£15 pcm

6 month booking - £90

£28 pcm

6 month booking - £168

£47 pcm

6 month booking - £282

£85 pcm

6 month booking - £510

12 MONTHS

£13 pcm

12 month booking - £156

£26 pcm

12 month booking - £312

£44 pcm

12 month booking - £528

£80 pcm

12 month booking - £960

**ALL COVER & CENTRE
PAGES ARE HIGHLY
POPULAR, CALL
EARLY TO RESERVE!**

pcm: per calendar month

The above prices reflect the cost of advertising in one magazine covering **10,000** homes over a two month period. All adverts are full colour. Advertise in two or more magazines and receive a discounted rate. Adverts can be changed every two months. The minimum booking period is for 2 months. VAT is added onto all bookings at 17.5%. All customers booking for four months or more receive a **FREE listing** on our website with a link through to their own website.

Make your business everybody's business with Your Call Magazines!

Leaflet & Stationery Packages

We also provide a leaflet printing and stationery service through Your Call Promotions. Please give us a call or email for any other prices you may need.

Leaflet Service

5000 A5 double sided £135

Discounted rates available for larger quantities, please ask for prices
A5/A4 - 4 page also available
for company promotion

Stationery Service

500 Letterheads

500 Compliment Slips

500 Business Cards

In 2 colours to face only from £229

In 4 colours to face only from £279

Leaflet Distribution

We can also distribute leaflets, flyers and menus with Your Call magazines, covering **40,000** homes over a two month period. The distribution team are GPS tracked and are supported by independent checkers to ensure their work is carried out to high standards.

Leaflet distribution charged at £25 +VAT per 1000.

Customer Testimonials

I've been advertising in 'Your Call' for four years on an annual contract. I'm really happy with the amount of business I get, from such a small outlay.

Michelle Crisp Accountancy

This form of advertising really works for me. I've booked annual contracts in all four magazines as the readers get used to seeing my adverts and I get plenty of calls from local customers.

Andrew Mee, A & D Glazing

I was introduced to Your Call from a friend and I must say these guys are absolutely 110% fantastic. Their approach and customer service is A1 and I look forward to a long working relationship with them. Thanks Lynne and the team.

John Paul, JPCCTV Ltd

I'm so pleased with your magazines, they are well worth the money. If they continue to return the great level of business that I am currently getting I will have no problems with keeping Your Call as a regular part of my advertising budget for many years to come.

Chris Hodgson, Coventry Property Doctor

Dear Lynne, I really do thank you so much for the superb articles which you so kindly gave to our forthcoming Autumn Fayre. I was delighted when I saw them especially the coloured one featuring the photos of the Church. What a lovely idea and the result is first class. I shall make sure our vicar sees it and it will also go onto our notice board. Thanks once again for your support.

Beryl Allen, St Andrews Church, Eastern Green

Payment

Full payment for all adverts must be received by the 15th of each month for inclusion in the following month's edition.

Payment can be made by:

Standing order

Cheque, payable to Your Call Publishing Ltd

Cash

BACS or bill payment (enquire for details)

Card payment via telephone (we accept Visa, Mastercard, American Express, Debit cards)

6 month bookings or longer should be paid by standing order where possible.

Copy Deadlines

14th January 2010
for February and March Editions

12th March 2010
for April and May Editions

13th May 2010
for June and July Editions

13th July 2010
for August and September Editions

13th September 2010
for October and November Editions

12th November 2010
for December and January Editions