

4x 15,000 magazines delivered
directly to **LOCAL** residents

ESSENTIAL local
Clapham, Battersea & Balham

www.essentiallocal.com

MAGAZINE RATECARD 2012

T. 020 8432 3441

Please tick your desired promotions and return the form or contact us if you would like additional information

A Be an Essential Local Selected Business

Be one of a limited number of local businesses promoted in the Essential Local Directory* over 4 issues, each with a direct local circulation of 15,000 copies. Occupying the second half of Essential Local magazine, the Directory is delivered through the letterboxes of residents in Battersea, Clapham and Balham.

* With the exception of a few categories such as restaurants, almost all sections of the Directory are limited to a maximum of 5 businesses.

Preferred category:

£95 for 4 issues/ 12 months

B Reserve Display Advertising in Essential Local magazine

Keep existing and newly arrived local residents fully aware of your business and informed of your latest services with a display advert in the first half of the magazine. Choose the seasons which you believe will **benefit your business** the most, or promote yourselves on an ongoing basis throughout the year. Essential Local will help you to formulate your message and **design your adverts without charge**. All display advertisers also receive a complimentary Directory listing in the issues in which they advertise.

Advert size and Cost per Issue

Issue of Essential Local <small>(plus intended publication date)</small>	1/4 Page	1/2 Page	Full Page
NEW YEAR 2012 (mid/late Jan) <small>Copy deadline Jan 14</small>	£99 <input type="checkbox"/>	£185 <input type="checkbox"/>	£380 <input type="checkbox"/>
SPRING 2012 (mid/late March) <small>Copy deadline March 7</small>	£99 <input type="checkbox"/>	£185 <input type="checkbox"/>	£380 <input type="checkbox"/>
SUMMER 2012 (mid/late June) <small>Copy deadline June 10</small>	£99 <input type="checkbox"/>	£185 <input type="checkbox"/>	£380 <input type="checkbox"/>
AUTUMN 2012 (early Oct) <small>Copy deadline Sept 20</small>	£99 <input type="checkbox"/>	£185 <input type="checkbox"/>	£380 <input type="checkbox"/>

OR RECEIVE A 20% DISCOUNT ON A SERIES OF 4 ISSUES

12 MONTHS / 4-ISSUES £317 £592 £1216

Premium Positions

Inside Front or Inside Back Cover	£450
Double Page Spread (Advert or Editorial)	£575
Back Cover	£1050
Loose Inserts per 1000	£45

Requested premium position/ issues:

inside **battersea** .co.uk
your local search engine

EXCLUSIVE OFFER FOR ESSENTIAL LOCAL CLIENTS: ADD 12 MONTHS

OPTIMISED PROMOTION ON OUR SISTER WEBSITES INSIDEBALHAM.CO.UK, INSIDECLOPHAM AND INSIDEBATTERSEA FOR JUST £50 (NORMALLY £120)*

* If you are currently listed on these sites, please take up this offer to remain listed. The £50 offer will operate as your renewal.

Name:

Company:

Email Address:

Total Spend:

Date:

Signed:

PLEASE CONTACT US OR RETURN YOUR FORM TO ESSENTIAL LOCAL, 14 ST BENET'S CLOSE, COLLEGE GARDENS, WANDSWORTH COMMON SW17 7UB

* Package A fees are payable prior to publication. Package B fees are payable 25-50% in advance with the remainder payable in equal instalments on publication of the respective advert (for example, a series of four 1/2 page adverts would cost £140 + 25% = £192 inclusive, which would be invoiced as follows: £152 in advance + £110 on publication of each advert). Specific publication dates cannot be guaranteed. See our full terms and conditions on www.essentiallocal.com. Signing this agreement indicates that you agree with those terms and conditions.