VANTAGEPOINT

V. YOUR VIEW

Winchester Resident Magazine

The Media Pack

Your best view of what's going on locally

vantagepoint.uk @VantagePoint Magazine @vantagepointmagazine

residentmagazine.co.uk @Winchester Resident Magazine

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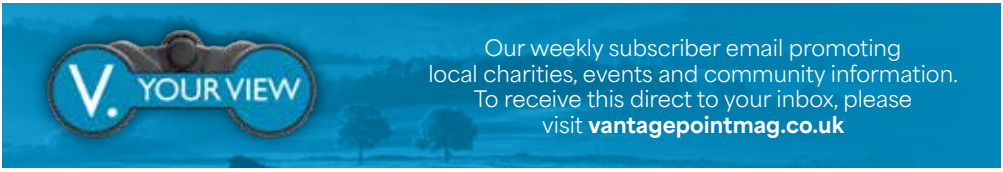
> “I’ve advertised in many magazines over the years but I never have had such a speedy take up when first advertising in a magazine as I have from advertising with VantagePoint. The results have been excellent.”
>
> Kevin Griffin, Guttersnipe

- **VantagePoint** is the free community magazine, based locally in Godalming and delivered monthly by the Royal Mail to over 121,500 homes
- **VantagePoint** champions and promotes local businesses to the local community to benefit the local economy
- Five editions serve the communities of Dorking & Villages; Farnham & Villages; Godalming & Cranleigh; Guildford & Villages; and Haslemere, Midhurst and Petworth
- The magazine is packed full of varied and interesting features, written by local people, including food, gardening, motoring, fashion, community features, travel, walks and competitions
- Our **Jottings** section offers readers the greatest coverage of forthcoming local events and organisations
- We also have **Your View**, our weekly email newsletter that goes out each Friday to over 28,000 unique subscribers
- We regularly promote our advertisers via our website and social media platforms including Facebook and Instagram
- We are the print media choice for many local councils wishing to promote and communicate their activities and services to their residents
- Over 17 years of publishing experience, strong local connections, localised and topical editorial and our Royal Mail delivery to all local homes is what makes us different and what makes our magazines work for readers and advertisers alike.

VantagePoint has been awarded the Trade Mark Surrey Hills in recognition of its support for local businesses

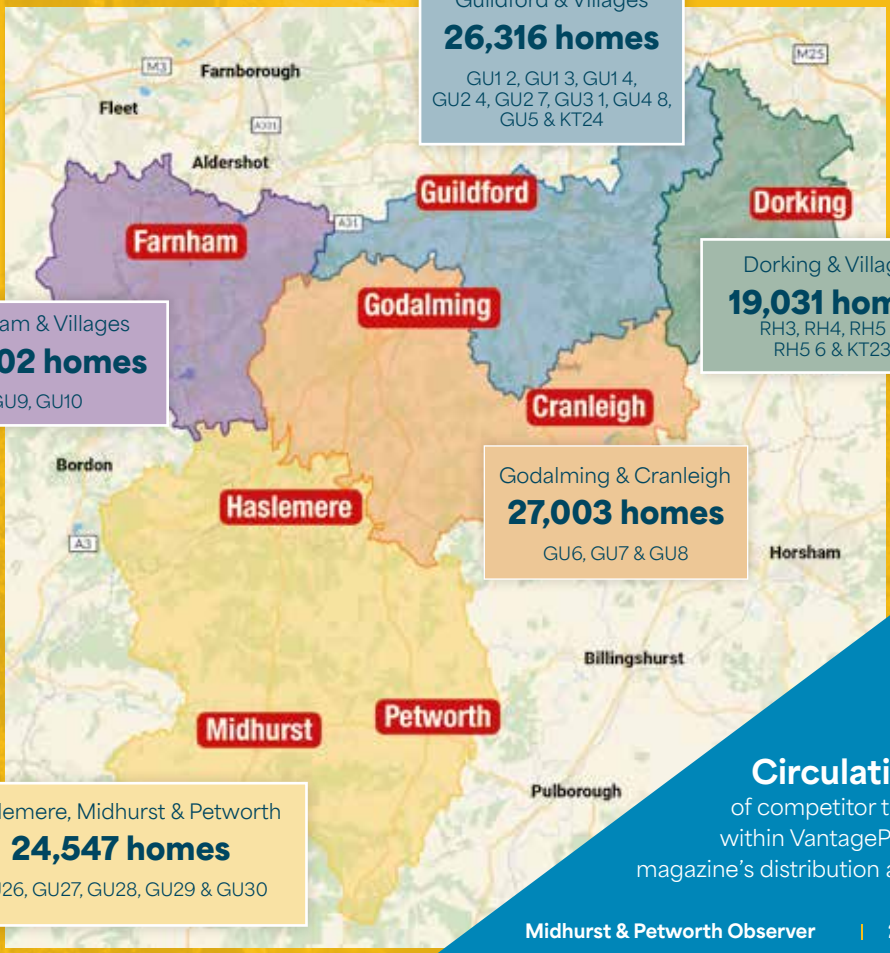


Our weekly subscriber email promoting local charities, events and community information. To receive this direct to your inbox, please visit **vantagepointmag.co.uk**

Our Distribution

Royal Mail

VANTAGEPOINT



Guildford & Villages
26,316 homes
GU1 2, GU1 3, GU1 4, GU2 4, GU2 7, GU3 1, GU4 8, GU5 & KT24

Dorking & Villages
19,031 homes
RH3, RH4, RH5 4, RH5 6 & KT23

Farnham & Villages
24,802 homes
GU9, GU10

Godalming & Cranleigh
27,003 homes
GU6, GU7 & GU8

Haslemere, Midhurst & Petworth
24,547 homes
GU26, GU27, GU28, GU29 & GU30

Circulation

of competitor titles within VantagePoint magazine's distribution area

Midhurst & Petworth Observer	205*
Dorking & Leatherhead Advertiser	332*
Surrey Advertiser	1,613*
Farnham/Haslemere Herald	3,318*
Vantage Point	**121,699***

Circulation of individual VantagePoint editions as above

Local Media Works data, part of the News Media Association. For more information, please visit **localmediauk.org.** Correct as at 02/26 for the VantagePoint circulation area.

Our Rate Card

> Fantastic response to my first advert in VantagePoint. Can I continue with a full page for the next 6 months please!
>
> Ian Parr, Smart-Pro

Standard Display **Advertising Rates**

1/8 Page	Quarter Page	Half Page
£100 +vat	**£200** +vat	**£350** +vat
Full Page	**Double Page**	**ISFC/ISBC Page**
£600 +vat	**£1000** +vat	**£750** +vat
Competition	*£ ex VAT per month per edition*	
£150 +vat		

Business Card Adverts 71.5mm x 44mm

ACTUAL SIZE

Ideal for small traders, such as electricians, gardeners and plumbers.

GOLD PACKAGE (12 months)	£50
SILVER PACKAGE (6 months)	£55
BRONZE PACKAGE (3 months)	£60

Advert Specs

width x height

DOUBLE PAGE SPREAD	FULL PAGE	1/2 PORTRAIT	1/2 LANDSCAPE
336mm x 226mm (Bleed) **330mm x 220mm** (Trim)	**171mm x 226mm** (Bleed) **165mm x 220mm** (Trim)	**71.5mm x 186mm**	**147mm x 91.5mm**

Special Offers

All packages include **FREE advert design service** with access to the **Adobe Stock** image library

GOLD PACKAGE

£ ex VAT per month per edition

Based on 12 months booking

- **Full Page Advert** — **£395** +vat
- **Half Page Advert** — **£210** +vat
- **Quarter Page Advert** — **£110** +vat

SILVER PACKAGE

£ ex VAT per month per edition

Based on 6 months booking

- **Full Page Advert** — **£410** +vat
- **Half Page Advert** — **£225** +vat
- **Quarter Page Advert** — **£125** +vat

BRONZE PACKAGE

£ ex VAT per month per edition

Based on 3 months booking

- **Full Page Advert** — **£450** +vat
- **Half Page Advert** — **£250** +vat
- **Quarter Page Advert** — **£150** +vat

Cridfords - your local Porsche specialist

Bring your brand to life with a **company profile**

We can offer a variety of advertorial and editorial pieces to all customers. From a company profile as above to a full page advertorial or a more in-depth company messages to run alongside your adverts, we have it covered.

Please call us to discuss the various available options.

71.5mm x 91.5mm

147mm x 44mm

71.5mm x 44mm

Submitting Artwork

Please submit artwork as a high resolution PDF or PNG file (PC compatible).

Why advertising in **VantagePoint** really works...

> **Excellent publication. Keeps me in the loop with all the events in the local area.**

Dave Thomas
VantagePoint reader

> **You can tell that VantagePoint is produced by local people and trusted by local businesses.**

Rosie Edwardes
VantagePoint reader

- Guaranteed delivery to all local homes by **Royal Mail**
- The **largest circulation** of any publication within our distribution area
- Localised content to each geographical edition and relevant area features
- Greatest coverage of local events
- Local team, local contacts, local knowledge and local writers
- Minimum 50% comprehensive editorial
- All magazines are also available online
- Free advert design service
- Your View, our weekly email newsletter reaching over 28,000 subscribers each Friday
- Social media support available
- People read our magazine, meaning your business will get noticed!

Your View is our weekly community email which goes out to 28,000 individual subscribers every Friday.

Your View promotes local charities and events, and includes community information, follow-ups from previous charitable campaigns, local news stories, links to interesting features and more. We also promote Your View through local community boards and through our own social media channels.

Advertise in Your View

We have a number of options for any advertiser looking to promote their business through Your View.

Your business offer can be included for just one week or for multiple weeks. Whether you are promoting a voucher offer, or want an advert or advertorial style, various designs and sizes are possible, including links to your own website or to an article or blog on our website.

Prices start from just £45 + vat.

Book 3 weeks, get the 4th week insertion FREE!

*Please contact **Marcus Atkins** or the **Sales Team** on **01483 420172** for more details.*

Winchester

Resident Magazine

Winchester is a vibrant city built upon unrivalled heritage, rich culture, outstanding schools and an enviable collection of bars, restaurants, markets and entertainment venues.

It is also home to a thriving business community with independent retailers and producers at its very heart.

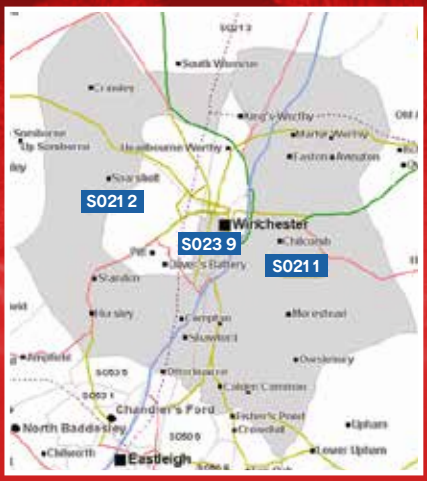
Winchester Resident Magazine is a premium bi-monthly magazine that goes out to **over 7,850** of the **most affluent homes and businesses** across the Winchester area.

We drop a further **100 copies** off to the **Tourist Information Centre** in Winchester.

We directly cover all homes and businesses within the following postcodes: **SO21 1, SO21 2, SO23 9** and the magazine is hand delivered by the Royal Mail.

The magazine has a **matt laminate cover** for a premium finish and is **B5 sized** so fits neatly through people's letterboxes. It features a mixture of locally relevant general interest articles as well as what's on locally, a recipe, a local walk and competitions.

No other local publication or media does this!

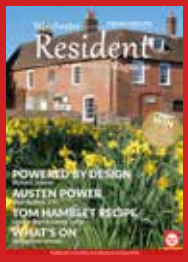


Winchester Resident Magazine tells the stories of people and places that are at the heart of our community, bringing them to a truly local audience.

SO21 1 | SO21 2 | SO23 9

These postcode sectors will have copies of the magazine hand delivered by the Royal Mail and are classified as Winchester's most affluent suburbs. These residents are professional people and are defined as having the means and ability to be potential purchasers of your goods or services. That's more than **7,850** copies guaranteed to be delivered and working hard for you locally.

Feb / March	April/ May
June / July	Aug / Sept
Oct / Nov	Dec / Jan



Standard Display **Advertising Rates**

All packages include **FREE advert design service** with access to the **Adobe Stock** image library

£ ex VAT per month per issue

Display	1 issue	3 issues	All 6 issues
Full Page	**£550** +vat	**£535** +vat	**£500** +vat
Half Page	**£340** +vat	**£330** +vat	**£300** +vat
Quarter Page	**£230** +vat	**£220** +vat	**£200** +vat
Inside Back /Front	**£625** +vat	**£600** +vat	**£550** +vat
Back Page	**£700** +vat	**£675** +vat	**£600** +vat

A year's local advertising from **just £1200** +vat

10% prepayment discount available on annual orders

Each issue is also **published on our website** as a page turner edition

Advert Specs

width x height

Submitting Artwork

Please submit artwork as a high resolution PDF or PNG file (PC compatible).

176mm x 246mm (Bleed)
170mm x 240mm (Trim)

72mm x 220mm

72mm x 220mm

72mm x 107mm

Advertising Tips

Get the best return on your investment

Clear and Compelling Message

Your advertisement headline should convey a clear and compelling message that grabs the attention of your target audience immediately. Use concise language and powerful imagery to communicate your unique selling proposition effectively. Remember, a headline's job isn't to sell the product but to persuade the reader to read the next line.

Eye-Catching Design

A visually appealing design is crucial for attracting attention and making a lasting impression. Use colours, fonts, and graphics that align with your brand identity and evoke the desired emotions in your audience. Make sure the layout is clean and easy to read, with important information prominently displayed. Too much text in a small space will be overlooked, often less is more.

Call to Action (CTA)

Every print ad should include a strong call to action that prompts the reader to take the desired next step. This could be visiting your website, calling a phone number, or visiting your premises. Make the CTA clear and actionable, and consider offering an incentive to encourage immediate action, perhaps a time limit or a limited number of offer items available.

Trackable Metrics

Implement mechanisms to track the effectiveness of your print ad campaign, use such things as discount codes or a unique offer, custom landing pages, or QR codes. This will allow you to measure the return on investment of your advertising efforts and make informed decisions about future campaigns. When an advertising campaign is live, don't be scared to ask customers why they have contacted you now, or how they have heard of you.

Targeted Placement

Choose the right publications or mediums to reach your target audience effectively. Research the demographics and readership of different publications to ensure your ad is seen by the people most likely to be interested in your product or service. Consider factors such as circulation, distribution channels, and editorial content (quality and quantity) when selecting where to place your ad.

By focusing on these five key points, you can create a print advertisement that not only captures attention, but also drives meaningful engagement and delivers a strong return on investment for your business. Rest assured our team is on hand to offer any assistance should you need it, just ask!

TOP TIP *BOOST VALUE BY INCLUDING RELEVANT* ***PICTURES, GUARANTEES AND TESTIMONIALS.***

Rate Card Terms and Conditions

This Media Pack should be read in conjunction with our Terms and Conditions of Business which are available on our website and upon request.

1. In these Conditions attaching to Advertising Contracts ('these Conditions'): 'Publisher' means Vantage Publishing Limited trading as VantagePoint Magazine, VantagePoint Media, Winchester Resident Magazine, Your View and any of its subsidiary or joint venture companies. 'Advertiser' means the person booking the advertising space. 'Contract' means a legally binding booking accepted by the Publisher in accordance with Condition 2 for publication of an Advertisement. 'Advertisement' means advertising material of whatsoever nature submitted to the Publisher by or on behalf of the Advertiser including loose 'insert' or other 'insert' where appropriate. 'Advert Specifications' means the specifications set out at on our Rate Card and website. 'Cancellation' of a Contract means cancellation of either all or part of the remaining unperformed part of the Contract unless the context of the relevant condition makes it clear that cancellation of only a specific insertion(s) is referred to.

2. All Contracts are subject to our Terms and Conditions of Business and our Rate Card Terms and Conditions and no variation or addition thereto shall be effective unless specifically agreed to in writing by the Publisher. Any other terms or conditions sought to be imposed by the Advertiser are expressly excluded.

3. Advertisement rates are subject to revision at any time and the price prevailing at the time the Contract is made binds the Publisher only in respect of the agreed booking as confirmed by the Publisher's confirmation of order.

CANCELLATION

4. The Advertiser may cancel any Contract no less than 14 days before the copy date of the issue in which the Advertisement was to be inserted. Cancellation will be effective when written notice is received by the Publisher.

5. If the Advertiser cancels any Contract in accordance with Condition 4, it relinquishes any right to that series discount (if any) to which it was previously entitled and Advertisements will be paid for at the appropriate rate. A new invoice will be issued for any surcharges relating to Advertisements that have already been invoiced at the discounted rate. The payment date for any previous invoices remains unaffected.

6. If the Advertiser fails to provide the Publisher with written notice of cancellation of the Advertisement by the relevant deadline, the Advertiser shall remain liable for payment of the Advertisement.

COPY

7. In circumstances where, at the Publisher's discretion, the Publisher arranges to supply proofs of Advertisement copy to the Advertiser, all copy must be supplied by the Advertiser to the Publisher by the last day for receiving copy as stated by the Publisher, failing this the Publisher cannot guarantee that proofs will be supplied or corrections made. If copy instructions are not received by the last day for receiving copy the Publisher reserves the right in its absolute discretion to repeat Advertiser's existing copy in its possession where appropriate or where the Publisher does not hold any copy to omit the Advertisement and to charge for the space reserved in accordance with Condition 8 of our Terms and Conditions of Business. For copy supplied, the Advertiser must adhere to the Advert Specifications issued by the Publisher. In the event that the Advertiser does not comply with the Advert Specifications, the Publisher reserves the right in its absolute discretion to reject the copy and the Advertiser will be asked to re-supply. If, due to technical, time or other reasonable constraints, the Publisher has to repair or rectify the file, the Publisher may (at its discretion) notify the Advertiser and shall not be liable for any inaccurate reproduction of the Advertisement or any resulting costs whether direct or indirect.

8. Copy supplied to the Publisher by electronic means must be free from software viruses and any other malicious computer code or corruption which will harm the Publisher's computer systems.

9. Advertisements will be published to the representation as provided by file (or other accepted medium) by the Advertiser and the Publisher shall not be liable for any lack of clarity or other error in representation that results from the representation of the Advertisement as it was provided by the Advertiser. Reasonable standard charges may be made to the Advertiser where production work of any kind is required to put the Advertisements in a form suitable for publication for any reason and at any stage. The Publisher will notify the Advertiser of such charges in writing upon receipt of advertising copy.

TERMS OF PAYMENT

10. (a) Unless otherwise stipulated by the Publisher, payment is due to be received from the Advertiser upon publication of the Advertisement.

(b) If the Advertiser defaults in making payment of any sums by the due date, the Publisher reserves the right to require immediate payment for all Advertisements booked by the Advertiser (failing which the Publisher shall be entitled to terminate the Contract forthwith by written notice to the Advertiser) and to require payment in advance for future Advertisement bookings, and pending such payment to omit or suspend all or any Advertisements due to appear under an existing Contract with the Advertiser.

11. The Publisher shall be entitled to charge interest on any outstanding balance owed to the Publisher at the rate of 4% above the base rate of HSBC Bank plc from the date that the invoice became due for payment until the date it is paid in full.

12. Where the Small Claims Court, recovery agents or similar are instructed to pursue any outstanding balance, the Publisher shall be entitled to charge an administration fee of up to £100 by way of contribution to recovery charges.

13. Any advertising rates are subject to variation arising from any Government taxes and levies.

14. Any queries concerning an invoice must be raised with our Credit Control Department within 10 working days from the date of invoice.

“I’ve been advertising with VantagePoint for years and our advertising always **gets great results.** They really know what local people want to read about, which is why advertising with them is a **great investment for any local business.**”

John Taylor
Cornmeter DIY

T: 01483 420173

Vantage Publishing Limited
Oak House, Tanshire Park, Shackleford Road, Elstead GU8 6LB

vantagepoint.uk @VantagePoint Magazine @vantagepointmagazine

Some of our customers, media partners, memberships and supporters.