

PRINT MAGAZINE

With 143,500 copies printed and distributed 4 times a year, Around Ealing magazine has a wider circulation and readership than any other local publication. Around Ealing is delivered to every home address in the borough. This includes the towns of Ealing, Acton, Greenford, Hanwell, Northolt, Perivale and Southall. Copies are additionally available in libraries, leisure centres, town halls and other public places.

ONLINE MAGAZINE

You can now advertise in our new interactive , video-packed version of each issue of Around Ealing. It appears on the Around Ealing website at AroundEaling.com with all its bonus content such as polls and competitions. It is also sent out to more than 200,000 email addresses via our Around Ealing Extra subscriber email (see below), as well as being promoted on social media.

By the way, it's also possible to advertise on the Around Ealing website and the main Ealing Council website www.ealing.gov.uk – ask us for contact details.

WEEKLY EMAIL

You can place a banner advert in our weekly subscriber email, called Around Ealing Extra.

It is sent to more than 200,000 email addresses, with a typical open rate of more than 50% and sometimes as high as 70%. Each advert is sized 600 pixels wide and 100 pixels high. A top banner costs £200, a mid-email banner costs £100 (prices exclude VAT).

DESIGN

We can offer a design service to produce your advert(s) for an additional fee. Please contact us to receive more information and also a digital brochure about all of the other design services we offer, too.

Email banner: Size: 600(w) x 100(h) pixels

PRINT MAGAZINE ADVERTISING RATES (not including VAT)

	Single advertisement (per 1 issue)	Series booking (min. 2 issues)
Back cover	£1,700	£1,530 per page
Inside front cover	£1,600	£1,440 per page
Inside back cover	£1,550	£1,395 per page
Full page	£1,500	£1,350 per page
Double page	£2,800	£2,500 per spread
Half page	£800	£700
Quarter page	£400	£360

ADVERTISING RATES – ONLINE MAGAZINE (not including VAT)

	Online edition only*	Online edition only, series booking rate*	Joint rate with advert in print version	Joint series booking rate with adverts in print version
Full page	£500	£450 per advert	£1,800	£1,650
Half page	£250	£200 per advert	£950	£850

*For an interactive version of your advert – typically, adding a video or photo gallery – add £100. Ask for more information.

ADVERT DIMENSIONS

FULL PAGE:

TRIM SIZE:

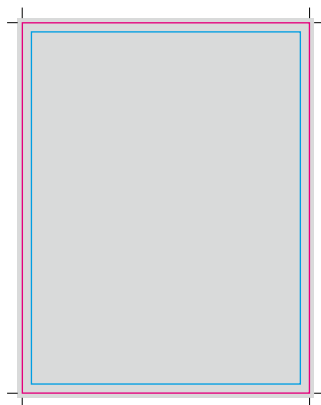
190 x 245 mm

BLEED SIZE:

196 x 251 mm

TYPE AREA:

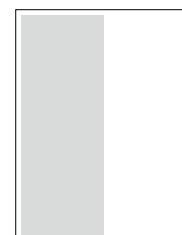
Please ensure that all critical content is a minimum of 5mm from all edges of the trim size.



HALF PAGE (HORZ):

TRIM SIZE:

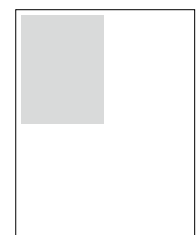
178 x 114.5 mm



HALF PAGE (VERT):

TRIM SIZE:

87 x 233 mm



QUARTER PAGE:

TRIM SIZE:

87 x 114.5 mm

ADVERT SPECIFICATIONS

The following files are acceptable for print use: PDF and JPEG.

All images must be CMYK only with no spot colours and at least 300dpi.

All fonts must be embedded or outlined.

For best results, please create pdfs for print using the Pass4press guidelines:

www.ppa.co.uk/resources/guides-and-standards/production/pass4press/

CONTACT

Email advertising@ealing.gov.uk or visit aroundealing.com/advertising

Please note that booking confirmations are binding, and terms and conditions apply.