

# Ely*i*Magazine

Reflecting the richness of Ely life



## MEDIA KIT 2017



### WHAT OTHERS SAY

"The Elyi magazine is my first port of call for finding local products and services so when I started my pet services business, I thought it the perfect place to advertise! The team at the Elyi are a pleasure to work with as they take a 'no pressure' approach and were very helpful in discussing the best options for my advert and organising the artwork. I find the prices to be very cost effective. The advert I place in the Elyi every month has raised the profile of my business and regularly attracts new clients, so it's worth it's weight in gold! Keep up the great work Elyi."

**Lydia Waller**  
Animate Pet Services

"The Elyi Magazine did a great job of advertising our small local business. They listened carefully to our needs and provided us with a flexible, friendly and efficient service."

**Robert Barnes**  
Soham Carpets and Soft Furnishings Ltd.

### PACKAGE PRICES

- Option 1. Kick- Start £450 or 6 monthly payments of £75
- Option 2. Trial £240 or 3 monthly payments of £80
- Option 3. Go Large £660 or 3 monthly payments of £220
- Option 4. Go Small £288 or 8 monthly payments of £36

### SPECIAL PACKAGES

#### Option 1

#### Kick Start

Only available for New and Start-up businesses. This package is designed to create impact on a cost-effective platform, producing repetitive branding and giving your customers a true insight into your business. One full page followed by 5 x quarter pages, 250 word (half page) advertorial, recommended to be taken in the second month to include two images. Six months of advertising altogether.

#### Option 2

#### Trial

Want to give us a go but don't want to commit long-term. This package consists of three quarter page adverts and a 150 word introductory advertorial, available only once. The advertorial can be taken any month within your block of three and can be exchanged for an image rather than words, visually creating impact. Three months of advertising with one month at half a page.

#### Option 3

#### Go Large

Creating impact but low on commitment. Three consecutive A5 full colour adverts including a **300** word (full page) advertorial to include three images.  
**Can be re-booked.**

#### Option 4

#### Go Small

Designed for trades and individuals who would like a regular presence in the magazine but would like to keep their monthly outgoings low. Eight x 1/8th of a page consecutive adverts.  
**Can be re-booked.**

*THE MAGAZINE COMMUNITY*

*SERVICES OFFERED*

- Advertising
- Design
- Delivery
- Printing
- Community Editorial
- Advice

*PLATFORM AND READERSHIP*

Monthly Distribution is 10,000 copies to homes and businesses with an estimated readership of 35,000. The magazine is published online and read by locals and people all over the world with an interest in Ely. We are super active on Facebook and Twitter. We'd love to follow you retweet you and engage with you to create online traffic for you to compliment your print advertising.

*MORE TESTIMONIALS*

"Noble Cars chose to use Elyi Magazine over a year ago to promote our taxi services. Since then, we have received a considerable amount of business through this fantastic magazine, which is delivered to every house in Ely and some houses in the surrounding areas. Madeleine and Bridget are very helpful and easy to work with and their rates are reasonable. We are about to sign up with them for a further year and wouldn't hesitate to recommend their services."

**Noble Cars**  
**Executive Travel and Taxi service.**

"I have only recently placed an advert in the Ely I Magazine, but I found the advertising team to be so helpful and pleasant and we worked together to get my advert just right and by the time we had completed the work it felt like I had made new friends! I look forward to hearing from the team each month with their continued support and enthusiasm. "

**Elizabeth**  
**Enchanted Flowers**

The Elyi Magazine is a FREE full colour magazine that is distributed by our own dedicated delivery team to 8,000 homes and businesses in the City of Ely, Queen Adelaide and Prickwillow. 2,000 further copies are placed in the village shops in Willburton, Soham, Littleport, Sutton, Haddenham, Witchford and Isleham. We produce eleven copies per year with July and August being a double issue. In addition to the magazine, when you book your advertising with us, we promote you on Face Book, Twitter, ISSUE and our Web Site.

*OUR COMMITMENT TO YOU*

We are well established in the area and are committed to grow with the community of Ely. We have an excellent reputation for Customer Service and pride ourself on listening to the needs of our readers and advertisers. Our objective is to Reflect the Richness of Ely Life and every month we have a large section of the magazine reserved for the community to advertise events, meets and groups and what's on where. If you are local not-for-profit, its free! If you are a charity, there is a 30% special discounted rate. Book early to avoid disappointment! We have local features running every month, send in your Editorial in to Bridget.

*CONTACT US*

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PRICES 2017

A5 Magazine FULL COLOUR	Full Page	1/2 Page	1/4 Page	1/8 Page
	Actual Size (135x195mm)	Actual Size (135x95mm)	Actual Size (65x95mm)	Actual Size (65x45mm)
1 advert	£220	£130	£71	£45
6 consecutive adverts: 15% discount	£187	£110.50	£60.35	£38.25
	<b>(6 for £1122)</b>	<b>(6 for £663)</b>	<b>(6 for £362.10)</b>	<b>(6 for 229.50)</b>
11 consecutive adverts: 25% discount	£165	£97.50	£53.25	£33.75
	<b>(11 for £1815)</b>	<b>(11 for 1072.50)</b>	<b>(11 for £585.75)</b>	<b>(11 for 371.25)</b>
Design	+ £95	+ £95	+ £95	+ £95
Redesigns:	£35	For a <b>6-month block</b> booking we permit 1 change during the run For an <b>11-month block</b> booking we allow up to 2 changes Further redesigns can be purchased at £35 per redesign.		
<b>Kick-Start Package</b> For New and Start-up businesses only.	£450.00 <small>6 x monthly payments of £75 or £480 for the Kick Start Half Page option.</small>	1 full-page advert followed by 5 consecutive quarter page adverts (these can be swapped for 3 halves for an extra £30) 250-word editorial, recommend to be taken with the 2 <sup>nd</sup> issue. Advert design can be included. NB If used in other publications, full price of £95 will be charged.		
<b>Trial Package</b> Three quarter page adverts and a 150 word advertorial.	£240 3 x monthly payments of £93	<b>Advertising Terms &amp; Conditions and Technical Info:</b> Please refer to our FULL T&Cs available on our website but, in brief... <ul style="list-style-type: none"> <li>All advert blocks must be consecutive to qualify for discounts.</li> <li>Adverts and any Editorial must be submitted and approved by 10<sup>th</sup> of each preceding month for the next issue. Files received after this date can be refused.</li> <li>Advertisers sending their own print ready artwork; updates to adverts must be received by 10<sup>th</sup> of preceding month. If no update sent, we default to the previous month's advert.</li> <li>Monthly instalments are available upon request and granted at the management's discretion. No extra charge is currently made for monthly payment terms. Payments must be made by the due date indicated on the invoice. Your advert may be removed if payment is not received.</li> <li>Artwork must be supplied as high resolution pdf's and can be refused if not the correct dpi (+300 recommended) Scanned files, paper copies or photocopies are not acceptable. All our page sizes are listed above.</li> </ul>		
<b>Go Small</b> Eight x 1/8 <sup>th</sup> of a page consecutive adverts.	£360 8 x monthly payments of £36			
<b>Go Large</b> Three A5 full colour consecutive adverts including a 500-word (full page) advertorial to include three images.	£660 3 x monthly payments of £220			
<i>monthly payment terms are available upon request</i>				

PRINTING

Specific Locations	Price	Our prices are zero VAT				
Front Page Bottom Quarter Strip (135x45mm)	£150 only bookable as a one-off advert	<b>LEAFLET DISTRIBUTION PRICES with the magazine min 1000 – max 8000</b>				
Inside Front Page	£230 only bookable as a one-off advert	Leaflets delivered with the Magazine in ELY	We print and deliver A5 Sheet full colour	Single Sided	£120 / 1000	£500 / 8,000
Back page	£250 only bookable as a one-off advert			Double Sided	£150 / 1000	£550 / 8000
Inside Back page	£230 only bookable as a one-off advert	print ready artwork must be provided				
Middle double page spread	£460 only bookable as a one-off double page advert	Delivery only You provide the leaflet	Single A5 Sheet from £45 / 1000	Small Booklet A5 or less £50 / 1000	Larger Formats quote upon request.	