



PRINTED ADVERTISING ONLY

Knarborough Now or Wetherby Now	Standard Price 1-3 months	5% discount 4-6 months	10% discount 7-11 months	15% discount 12 months +	Digital Magazines Only	Premium Position
Business card (1/8)	£34.00	£32.30	£30.60	£28.90	£10.20	£5.00/£7.50
Quarter page (1/4)	£56.00	£53.20	£50.40	£47.60	£16.80	£8.00/£12.00
Half page (1/2)	£99.00	£94.05	£89.10	£84.15	£29.70	£14.00/£21.00
Full page (1)	£190.00	£180.50	£171.00	£161.50	£57.00	£20.00/£30.00
Double/Centre Page Spread (2)	£290.00	£275.50	£261.00	£246.50	£87.00	n/a
Front Cover Image	£60.00	£57.00	£54.00	£51.00	£18.00	n/a
Front Cover Advert	£130.00	£123.50	£117.00	£110.50	£39.00	n/a
Inside Cover Full Page (1)	£225.00	£213.75	£202.50	£191.25	£67.50	n/a
Back Cover Advert	£285.00	£270.75	£256.50	£242.25	£85.50	n/a
Sponsored Article (1/2)	£56.00	£53.20	£50.40	£47.60	£16.80	£14.00/£21.00
Sponsored Article (1)	£99.00	£94.05	£89.10	£84.15	£29.70	£20.00/£30.00

Premium position - right or left hand page/choice of page 4-28 excl centre pages

Distribution pcm :

Printed copies**	6000
Digital magazine subscriptions	7000
HITS to digital magazine via subscriptions, social media, website and mobile app	21000

Printed Packages Include :

Printed advert in chosen size and publication
 FREE Digital advert in chosen size and publication
 FREE Bronze business directory entry

** Each printed copy is read on average by 3-4 people

When advertising in both publications, second publication is charged at TRIPLE discount*

* triple discount is calculated against the standard price

BOTH Publications	Standard Price 1-3 months	4-6 months	7-11 months	12 months +	Digital Magazines Only	Premium Position
Business card (1/8)	£66.30	£61.20	£54.40	£47.60	£15.30	£5.00/£7.50
Quarter page (1/4)	£109.20	£100.80	£89.60	£78.40	£25.20	£8.00/£12.00
Half page (1/2)	£193.05	£178.20	£158.40	£138.60	£44.55	£14.00/£21.00
Full page (1)	£370.50	£342.00	£304.00	£266.00	£85.50	£20.00/£30.00
Double/Centre Page Spread (2)	£565.50	£522.00	£464.00	£406.00	£130.50	n/a
Front Cover Image	£117.00	£108.00	£96.00	£84.00	£27.00	n/a
Front Cover Advert	£253.50	£234.00	£208.00	£182.00	£58.50	n/a
Inside Cover Full Page (1)	£438.75	£405.00	£360.00	£315.00	£101.25	£20.00/£30.00
Back Cover Advert	£555.75	£513.00	£456.00	£399.00	£128.25	n/a
Sponsored Article (1/2)	£109.20	£100.80	£89.60	£78.40	£25.20	£14.00/£21.00
Sponsored Article (1)	£193.05	£178.20	£158.40	£138.60	£44.55	£20.00/£30.00

Total average monthly readership = approx 42,000



DIGITAL ADVERTISING ONLY

	BASIC	INTERMEDIATE	ADVANCED	DELUXE
Cost	from £35 pcm	from £240 pcm	from £1600 pcm	from £3900 pcm
Set up	-	-	Business manager, pixel, ad account	Business manager, pixel, ad account
Audit	-	-	Basic	Advanced
Research	-	-	Basic	Advanced
Strategy	-	-	Basic	Advanced
Funnel blueprint	-	-	-	Yes
Funnel build	-	-	2 step funnel	3+ step funnel & split testing
Audience	Posts to customers own social media platforms with shares on ours. Simple geo targetting available	Simple geo target (town or postcode) - interests on customers social media with shares on ours	Basic build	Custom build
Tracking and integrations	-	-	Yes	Yes
Copy	Provided by client	Provided by client	Provided by client - 5 versions	Created by us - 9 ads versions, content strategy
Visual	Provided by client	Provided by client	Provided by client - upto 10 images	Created by us - upto 10 images
Media buying	Upto 4 posts pcm	1 campaign	2 campaigns	3+ campaigns
Insights	-	Monthly - reach and clicks	Monthly - reach and clicks	Monthly - KPI's full tracked
Report & recommendations	-	-	Quarterly client call	Monthly client call, dedicated account manager
Optimisation	-	-	Monthly	Weekly

INCLUDED digital advertising services EVERY MONTH worth

over £199

- Bronze business directory entry
- Business card size advert in Knarborough Now OR Wetherby Now digital magazines
- Website advert
- Social Business Feature Special
- Business feature article with 1 image
- 5 mins interview
- Social sharing

over £299

- Bronze business directory entry
- Quarter page advert in Knarborough Now AND Wetherby Now digital magazines
- Website advert
- Social Business Feature Special
- Business feature article with 2 images
- 5 mins interview
- Social sharing

over £435

- Silver business directory entry
- Half page size advert in Knarborough Now AND Wetherby Now digital magazines
- Featured businesses advert on website homepage
- Social Business Feature Special
- Business feature article with 5 images
- 5 mins interview
- Social sharing

over £550

- Gold business directory entry
- Full page advert in Knarborough Now AND Wetherby Now digital magazines
- Featured businesses advert on website homepage
- Social Business Feature Special
- Business feature article with 5 images
- 5 mins interview
- Social sharing

upgrade to THE FULL MONTY and include printed advertising with amazing discounts on the standard pricing of any sized printed advert ...

25%

30%

40%

50%