

THE STONE & ECCLESHALL Gazette

& MY VILLAGE VOICE



About Us

The Gazette and My Village Voice magazines are wholly independent publications, which take the form of a newspaper in content - but a magazine in presentation.

We have taken note of the speed that traditional newspapers, free or paid for, hit the recycling bins, and by adopting the approach that we have, we've found the 'shelf life' of our magazines stretches far beyond the weekend - it is not unusual for us to field enquiries from readers referring to articles that are many months old.

Many of our customers have been with us for the 20 years we have been publishing, and on any given month up to 80% of our advertisers were in the previous edition.

The Gazette and My Village Voice are both 'editorially led'.

Local editorial content is at the centre of our success, and we place reader loyalty at a high premium - all of which is, of course, to the advertiser's benefit.



Read the latest editions at www.stonegazette.com
and www.myvillagevoice.co.uk

THE STONE & ECCLESHELL

Gazette

MARCH / APRIL 2023

**WE ARE OPEN
OPEN NOW
WE ARE OPEN**

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SEE PAGE 4 INSIDE FOR MORE DETAILS...

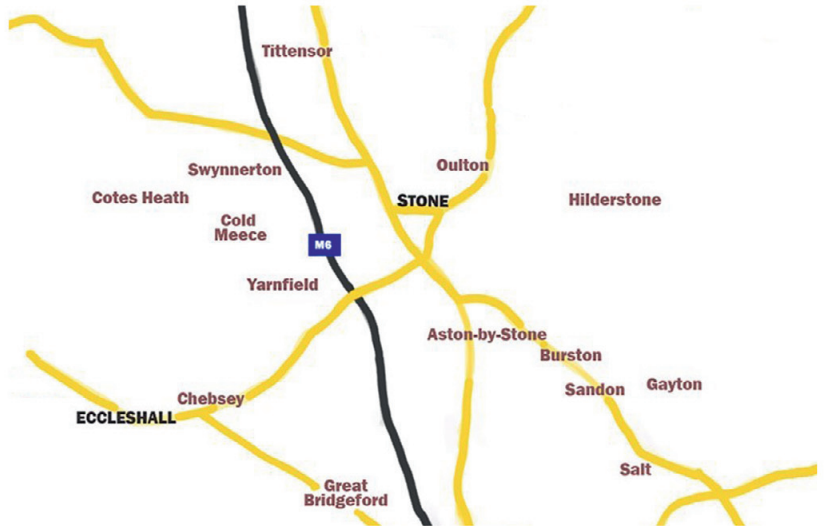
Unit 10 Emerald Way, Stone Business Park, ST15 0SR
T: 01785 472224 Visit www.aeddonate.org.uk

Where we go with The Gazette

DISTRIBUTION as of July 2023
13,560

The Gazette is hand delivered to homes and businesses in Stone & Eccleshall, as well as many of the surrounding villages including: Aston by Stone, Burston, Chebsey, Cold Meece, Cotes Heath, Dairyfields, Gayton, Great Bridgeford, Hilderstone, Oulton, Salt, Sandon, Swynnerton, Tittensor & Yarnfield.

We also leave copies at pick-up-points in Stone & Eccleshall - for people who live outside of the distribution area - but still want a copy of the magazine.



Why advertise with us?

An abundance of **quality, local, editorial** is the main reason readers will actually keep a free magazine.

Many households keep our publications until the next one arrives, meaning your advertisement is working for you for up to 2 months, maximising your chance of response.

Sales of paid for newspapers have been decreasing year on year, however as we are delivered free, our readership figures remain unchanged.

We have no costly shop front, and therefore none of those establishment costs, and it is for this very reason that we can sell our advertising inexpensively, with no sacrifice to the quality of editorial or presentation.

We invite potential customers to telephone any advertiser in our magazines, and ask them their experience of using us.



A digital presence

A digital version of the latest magazine can be read on phones, tablets and laptops at www.stonegazette.com



THE STONE & ECCLESHALL Gazette

Advertisement rates

All rates are for Full Colour Advertisements

Full Page £700 Half Page £400
14cm x 11.2cm £250 14cm x 7.4cm £175

Special Positions - by arrangement

Front Page - Includes editorial space inside £800
Back Page £750 Page 2 £725
Page 3 (14cm x 11.2cm) £325

Advertisement specification

Full Page ... 280 x 190
Half Page ... 138 x 190

Column Widths

1 col - 35mm
2 col - 74mm
3 col - 112mm
5 col - 190mm

Advertorial Space

We are regularly asked for editorial coverage. To this end, we have a set rate for advertorial bookings – these are the same as for advertising, and are available in half or full page formats @ £400 & £700.

For advertisers interested in 2, 4, 6 or 8 page features - rates are available on request.

Publication dates 2023

EDITION	OUT ON	FINAL PROOF
Jan/Feb	Jan 12th	Dec 18th
Mar/Apr	Mar 2nd	Feb 23rd
May/Jun	April 27th	April 19th
Jul/Aug	July 6th	June 25th
Sep/Oct	Sep 7th	Aug 31st
Nov/Dec	Nov 2nd	Oct 25th

Education Features in

Mar/Apr - Jul/Aug - Nov/Dec editions

Contact us

dan@stonegazette.com

Tel: 07514 967890

www.stonegazette.com

<p>14 x 2 cols 14cm x 7.4cm</p> <p>£175.00 as a one off price or £140.00 each, based on a series of 4</p>	<p>7 x 3 cols 7cm x 11.2cm</p> <p>£135.00 as a one off price or £108.00 each, based on a series of 4</p>
<p>8 x 2 Cols 8cm x 7.4cm</p> <p>£105.00 as a one off price or £85.00 each, based on a series of 4</p>	<p>7 x 2 Cols 7cm x 7.4cm</p> <p>£90.00 as a one off price or £72.00 each, based on a series of 4</p>
<p>6 x 2 Cols 6cm x 7.4cm</p> <p>£75.00 as a one off Price or £60.00 each, based on a series of 4</p>	<p>14 x 3 Cols 14cm x 11.2cm</p> <p>£250.00 as a one off price or £200.00 each, based on a series of 4</p>

5 x 1 Col
5cm x 3.5cm
£120.00
for a series of 4 ads

Prices shown are subject to VAT

<p>10 x 2 Cols 10cm x 7.4cm</p> <p>£130.00 as a one off price or £104.00 each, based on a series of 4</p>	<p>10 x 3 Cols 10cm x 11.2cm</p> <p>£185.00 as a one off price or £148.00 each, based on a series of 4</p>
<p>5 x 2 Cols 5cm x 7.4cm</p> <p>£65.00 as a one off price or £52.00 each, based on a series of 4</p>	<p>9 x 3 Cols 9cm x 11.2cm</p> <p>£165.00 as a one off price or £132.00 each, based on a series of 4</p>
<p>9 x 2 Cols 9cm x 7.4cm</p> <p>£115.00 as a one off price or £92.00 each, based on a series of 4</p>	<p>8 x 3 Cols 8cm x 11.2cm</p> <p>£150.00 as a one off price or £120.00 each, based on a series of 4</p>

All prices shown are subject to VAT at standard rate.
Discounts may be withdrawn if payment terms are not met.



Where do we go with My Village Voice?

DISTRIBUTION
as of July 2023
5,407

My Village Voice is our sister publication, it has the same ethos as The Gazette, in terms of strong local editorial content, but is delivered to homes and businesses within villages to the south of Stafford.

Areas include Acton Trussell, Bednall, Bradley, Brocton, Church Eaton, Colwich, Coppenhall, Dunston, Derrington, Haughton, Marston, Milford, Seighford, Great Haywood, Little Haywood and Walton on the Hill.

Remaining copies are left for visitors at selected outlets within the distribution matrix.

The magazine can also be read on phones, tablets, desktops or laptops at our website www.myvillagevoice.co.uk



Publication dates 2023

EDITION	OUT ON	DEADLINE
January / February	Jan 19th	Dec 23rd
March / April	March 9th	Feb 28th
May / June	May 4th	April 24th
July/ August	July 13th	July 3rd
September / October	Sep 14th	August 30th
November / December	Nov 9th	October 30th

Advertisement rates

All rates are for full colour advertisements

Full Page	£260
Half Page	£140
Quarter Page	£80
Eighth Page	£50

Special positions

Front Page £450

Includes a FREE full page for your editorial content on page 4

Page 2 £300

Back Page £350

For advertisers interested in 2, 4 or 8 page features - rates are available on request.

Half page landscape

15cm wide
11cm deep

£140.00 as a one off price

or £112.00 each,
based on a series of 4

Full page 15cm wide 22.5cm deep

£260.00 as a one off price
or £208.00 each, based on
a series of 4

All prices are subject
to VAT at standard rate.

Discounts may be
withdrawn if payment
terms are not met.

Quarter page landscape

15cm wide x 5.5cm deep

£80.00 as a one off price or
£64 each, based on a series of 4

Quarter page

7.3cm wide
11cm deep

£80.00 as a
one off price

or £64.00 each,
based on a series
of 4

Half page portrait

7.3cm wide
22.5cm deep

£140.00 as a
one off price

or £112.00 each,
based on a
series of 4

All prices are subject
to VAT at standard rate.

Discounts may be
withdrawn if payment
terms are not met.

Eighth page

7.3cm wide x 5.5cm deep
£50.00 as a one off price

or £40.00 each,
based on a series of 4

T: 07514 967890

hello@myvillagevoice.co.uk

www.myvillagevoice.co.uk

The Gazette and My Village Voice are published by The Stone Gazette Limited. Registered Office: 7 Fieldhouse Court, Stafford, ST17 4FL

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