

# Advertising Rates

## Key Facts and Figures

Circulation: 15,000 per edition

Frequency: Quarterly. Providing 3 months of working shelf life.

Distribution: Each copy is being circulated to active property buyers. Every single copy is working for the advertiser and there are no returns or wastage.

Specification: 52 pages minimum, weighted cover, full colour, perfect bound.

Appearance: Each copy is bespoke published and branded with outstanding production quality to reflect it's use. There are only 10 pages of advertising available per edition.

## Why advertise?

Brand association. This type of customer publication increases brand loyalty by, on average 32%.

Customer Publications build sales. On average 53% of consumer magazine readers say they are more likely to purchase a product or service once it has featured in a customer publication.

Customer Publications build Brand, Image and Awareness. 85% of customer publication readers say that magazines or brochures are the best form of marketing for clients to tell them about their products or services.

47% of readers are more likely to purchase products featured in a customer magazine than they are in any other type of marketing or advertising.

Source: The APA and Mintel

This is one of the most potent ways to reach a targeted and active, purchasing audience. The unique distribution means that every single brochure will be read by active home buyers and those looking to improve and upgrade. This coupled with the brand association gained through the brochure and the strong 3 month shelf life provides advertisers with a unique platform from which to promote themselves to the right audience.

## Rate card

Full Page: £1150.00	Inside Front Cover: £1350.00
Half Page: £600.00	Inside Back Cover: £1350.00
Quarter Page: £350.00	Outside Back Cover: £1550.00

Guaranteed Position +10%.

## Series discounts:

2-3 issues	15%
4-6 issues	25%

We also offer a full advert design service for £100.00 plus VAT.

## Any further questions:

For advertising and specification queries please contact:

## Advertising - SKS Associates:

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