

The Ratecard

velvet magazine *

Our Distribution

Is Extensive

The
TOP FREE
Monthly

COVERING
BURY ST EDMUNDS,
CAMBRIDGE, ELY,
LONG MELFORD,
NEWMARKET,
SAFFRON WALDEN
& HAVERHILL

The top free monthly
from award-winning
publishers Cubiqdesign

Much more than

a magazine

125,000
READERS
PER MONTH

ADVERTISING
FROM £91.20

ENCOURAGING
LOCALITY



FROM THE EDITOR

Welcome to the world of Velvet, I started Velvet Magazine seven years ago and last year we celebrated our 100th issue. What a milestone, I'm incredibly proud of the magazine and the team that pulls together each month to bring you and your customers a fantastic free glossy bursting with locality. We love finding out about what's new, you may see us out and about with a camera snapping away so remember to say hi and tell us what's going on in your world!

We are an independent business, not a corporate machine and genuinely understand and appreciate the drive, motivation and challenges required to run your own business. Our goal at Velvet is to ensure that your brand is always represented to the standard it deserves and drives potential customers to your business.

Velvet Magazine falls under the umbrella of Cubiqdesign, a fully integrated design and marketing agency based in Newmarket. Working within a team of 20 creative, marketers and developers you can be assured that your brand is in safe hands.

Gemma.



"I'm responsible for making sure all our clients are happy and they are getting the most out of the magazine. I enjoy my job as I can be very genuine when recommending marketing activity to clients and have the knowledge and creativity to make suggestions that will make interesting copy and advertising.

As I work with other marketing professionals such as strategists and web developers don't be surprised if I tell you print advertising isn't the best use of your budget – it maybe an updated website or a direct mail campaign. I like to get out and about meeting people and helping them make sense of marketing activity."

Becca

Account Manager

THE FACTS

Free publication covering a variety of lifestyle topics

Handy 190mm x 240mm size and perfectly bound, printed on 200gsm cover and 130gsm internal pages

Predominant distribution areas in Cambridgeshire and Suffolk (Bury

St Edmunds Cambridge, Ely, Long Melford, Newmarket and Saffron Walden)

Distributed door to door in 16 residential locations

Available from selected Waitrose, Tesco, Sainbury's and Asda supermarkets

Mass pick up points include Park and Ride sites, shopping centres, gyms, hotels, Tourist Information offices and garden centres

The promotional team are present at several local events throughout the year (wedding shows, Christmas events and business shows)

Strong social media presence. An average of 280,000 Facebook and Twitter impressions per month

Advertising from 0.01p per copy *based on a full page

15,000 unique visitors to velvetmag.co.uk per month

KEEP UP TO DATE WITH THE LATEST NEWS FROM VELVET MAG.



Tweet us @VelvetMag



Facebook us /velvetmag



Instagram @velvetmag



ONLINE ADVERTISING

With 15,000 unique visitors and 40,000 page impressions every month Velvet online is the key to more traffic and footfall to your business.

With exclusive online editorials and competitions, your business can take prime position in one of our three Featured Content slots, or in our Latest News section. The Velvet website is the portal to everything local and everything Velvet!

Leaderboard

1 ADVERT TO APPEAR ON ANY PRIORITY WEB PAGE
£130 PER MONTH

www.velvetmag.co.uk

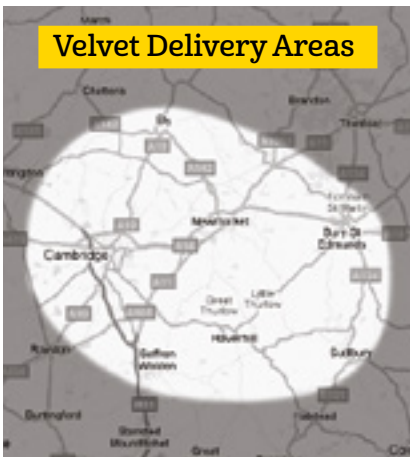
E-SHOTS

Put your business right in front of the Velvet readers with our monthly e-shot campaigns.

With over 11,000 subscribed users ready and waiting, send your latest offers and news within Velvet's highly anticipated online monthly newsletter.

Directly targeting your customers, our e-shots will ensure the Velvet readers are just one click away from your website.

Velvet Delivery Areas



WHAT'S THE STORY

WHAT'S NEW, WHAT DO YOU WANT TO SHOUT ABOUT?

Drop us an email or send your press release to Gemma

 Gemma@cubiqdesign.co.uk

PRODUCT PLACEMENT

As a committed advertiser, we will aim to include images of your retail products within relevant editorials and features. We have an in-house photographer and studio in which shots can be taken professionally.

If you have something new to shout about, shout it to us first and we will help to promote it where we can, whether this be in print, online or via our social media sites.



Rates

Advertisement	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	£418.99	£376.99	£356.00	£335.00
Half Page	£213.00	£191.70	£181.00	£170.40
Quarter Page	£114.45	£103.00	£97.30	£91.20
Page Sponsorship*	£122.70	£110.40	£104.30	£98.15

* Dependent on availability and suitability

Premium Positions	1 Issue	3 Issues	6 Issues	12 Issues
Pages 3, 4, 6, 7 & 8	£481.79	£433.60	£409.50	£385.40
Inside Back Cover	£592.20	£532.99	£503.39	£473.75
Inside Front Cover	£592.20	£532.99	£503.39	£473.75
Back Cover	£749.70	£674.75	£637.25	£599.75
Double Page	£791.70	£712.50	£672.95	£633.35

Editorial Feature	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	£481.79	£433.60	£409.95	£385.40
Double Page	£938.70	£844.80	£797.89	£750.99

Artwork Dimentions

Full Page	196mm (w) x 246mm (h)
Half Page Horizontal	168mm (w) x 106mm (h)
Half Page Vertical	79mm (w) x 222mm (h)
Quarter Page	79mm (w) x 106mm (h)

ARTWORK FORMATS Adverts can be submitted in the following formats. All image formats need to be at 300dpi CMYK, or vector files with all fonts outlined. • **TIFF** • **JPEG** • **PDF** • **Ai** • **EPS**

PAYMENTS Full payment for all adverts must be received by the print deadline. Payment can be made by cheque, direct debit or BACS. All prices are per calendar month and exclude VAT at 20%.

All bookings are subject to a 28 day cancellation policy.

To contact the Velvet Magazine sales team please use the details below:

T. 01638 666432 **E.** info@velvetmag.co.uk **W.** www.velvetmag.co.uk

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