

# ARCH PUBLICATIONS

reach your audience



## YOUR BUSINESS. DELIVERED IN 2023

Reach your customers direct through their letterbox with effective, affordable local magazine advertising that really works.



Your advertising platform  
for homes and businesses  
across Cheshire.

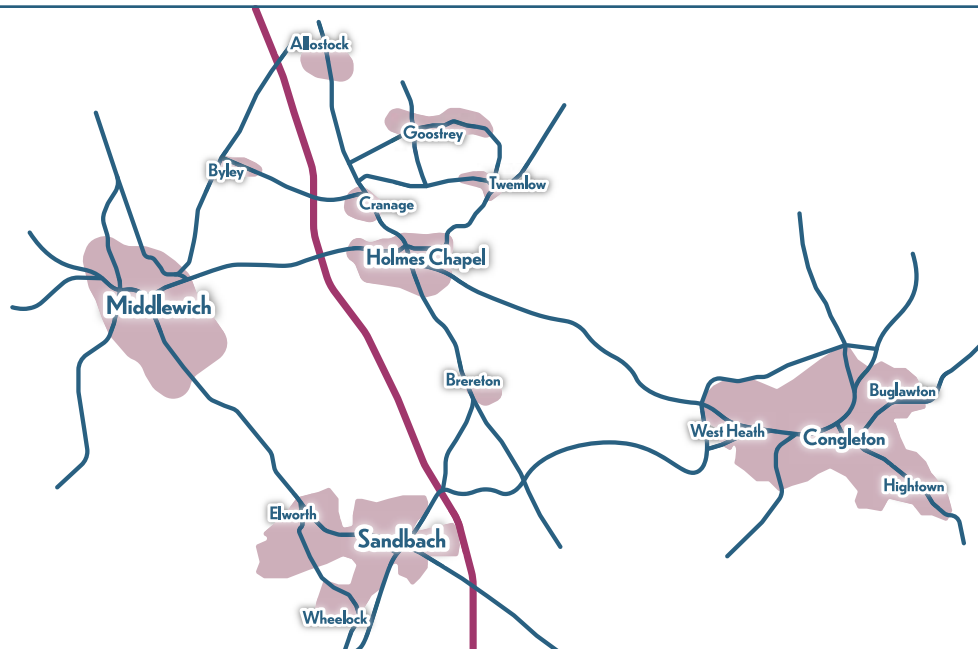
01477 518 252

[www.archpublications.com](http://www.archpublications.com)

Media Pack & Key Facts - 2023

## Be part of something bigger with Arch Publications

- ✓ 4 magazines – Total of 33,500 copies each edition
- ✓ Desirable towns across Cheshire; Holmes Chapel, Congleton, Middlewich, Sandbach, Goostrey, Brereton, Allostock & Cranage
- ✓ 10 editions per year, each delivered FREE
- ✓ Flexible options and targeted advertising for all businesses
- ✓ Business Insight Podcast - tell the story behind your business
- ✓ Boost your message with targeted leaflet delivery alongside your advert
- ✓ Business Growth Packages with our design & website partner



Our network of local magazines can help you reach new audiences and market your business more effectively.

### Affordable rates for all budgets

Cost-effective advertising investment for you to keep your name out there.

### Choose a targeted or large circulation

From 5,000 to 33,500 magazines, each edition.

### Magazines have a higher retention

Our magazines bring you trusted local businesses, community news, features, reviews, competitions, and much more.

### Build your brand reputation locally

Printed media helps cut through social media and builds trust.

### We're your local marketing experts

We understand our communities, so you can get the best out of your adverts.

### Each magazine also published online

With links to your website and contact information.

### Businesses like what we do

We have businesses who have advertised in our magazines for over ten years, they see a return on investment.

### Each magazine is delivered FREE by a reliable local delivery company

We work with The Leaflet Team from Congleton who know the areas well and are accountable for getting the magazines onto doormats.

### We support the community

We give 50% discounts to Charities and Community groups on advertising, plus free editorials on local interest stories and people.

“

Having our advertising in each edition makes a big difference, many customers tell us they came to see us because they saw our advert in the magazines.

ROK Plumbing Supplies

I know when it has been delivered, my phone starts ringing, it is that simple!

Kinderton Landscaping

# Go Local Middlewich & The Villages Mag



# Beartown Voice & Go Local Sandbach



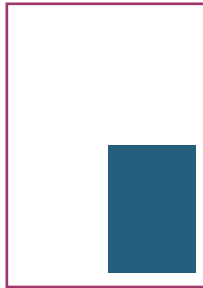
**KEY FACTS:**  
**GO LOCAL MIDDLEWICH**  
 7,000 delivered each edition to Middlewich

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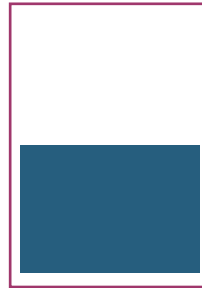
**THE VILLAGES MAG**  
 5,000 delivered each edition to Holmes Chapel, Goostrey, Brereton and Cranage

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All prices are per title per edition, discounts available



1/4 Page - £55 +VAT  
 64 x 94mm



1/2 Page - £105 +VAT  
 132 x 94mm



Full Page - £175 +VAT  
 132 x 192mm  
 (Page insert)

Double Page - £320 +VAT  
 302 x 216mm (Full Bleed)

151 x 216mm  
 (Full bleed)

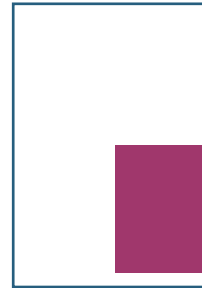
**KEY FACTS:**  
**BEARTOWN VOICE**  
 12,000 delivered each edition to Congleton

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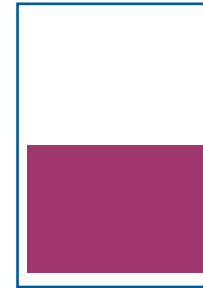
**GO LOCAL SANDBACH**  
 9,500 delivered each edition to Sandbach, Sandbach Heath, Elworth & Wheelock

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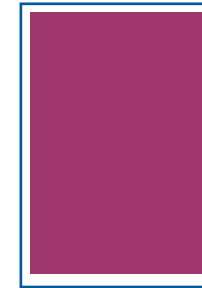
All prices are per title per edition, discounts available



1/4 Page - £70 +VAT  
 64 x 94mm



1/2 Page - £125 +VAT  
 132 x 94mm



Full Page - £210 +VAT  
 132 x 192mm  
 (Page insert)

Double Page - £400 +VAT  
 302 x 216mm (Full Bleed)

151 x 216mm  
 (Full bleed)

BOOK  
**3** Edition  
 Months  
 SAVE 10%

BOOK  
**6** Edition  
 Months  
 SAVE 15%

BOOK  
**10** Edition  
 Months  
 SAVE 20%

**NOT JUST PRINT**  
 All editions published online and on social media. We can even add QR codes to adverts to add a digital edge.

**PODCAST**  

 New for 2023, 'Katy meets' articles can now be made as podcasts to enhance the interview.

**GROW YOUR BRAND DESIGN & WEBSITES**  
 Advert updating, brand redesign, websites, videos & social media posts

## Advertising your business is an investment...

Over the summer of 2022 we have been talking to our readers, who, are most importantly your potential customers. The feedback shows that advertising in our magazines is an investment in your business.

### Survey Result Key Facts

We know that they read the magazines regularly and keep them until the next edition.

**89% have seen a copy each month.**

We know that they read them.

**77% will keep the magazine until the next edition.**

We know that they use the magazines to find local businesses.

**76% in fact!**

We know that they see and use our magazines as a trusted source of local business, so by placing a regular advert in them your business and message will be seen.

**75% definitely see the magazines as a trusted source.**

**56% would look in the magazines before looking online.**

We know that they contact business regularly.

**68% have contacted an advertiser in the last 6 months.**

**43% of the remaining are planning to contact an advertiser.**

We know that your advert will increase traffic to your online sources.

**79% will go online (google & social media) to search for more information before contacting you.**

Arch Publications Readers Survey Results - June/July 2022

### Advertising Hints & Tip

Thinking about investing in advertising in our magazines? You'll want to get the best return on this part of your marketing.



#### Establish your target

Who is your customer? Once you have this information, your artwork can be designed with them in mind. Your customer's demographics and needs are key to how you represent your business in our magazines.

#### What do you want from your advert?

The answer to this might be obvious, as ultimately we all want more customers and more revenue, but the question is - how is advertising with us going to drive this forward? Do you want a stronger brand awareness? Are you promoting a particular event, milestone or service? Or do you have a call to action? Once you understand which of these is your reason for advertising, this can help you monitor your responses better.

#### Monitor your responses

This is so important because it is so vital to know if your advert is working. All you need to do is ask. However ASK the right questions - customers are busy people! There is a very good chance they have seen you in the magazines and then checked out your business online, so the last place they saw you was on the internet when in fact they found you in the magazines.

A good question is 'Have you seen my business in a local magazine?'

It is also good practise to ask if there was something about the advert which drew them to your business, then you know which part of your message works best for your potential audience.

#### Build a marketing mix

To stand out you need to be seen in a very crowded market. Customers are 152% more likely to make contact if they see you in print, and your brand can build more trust if they see you regularly. Therefore having a strong presence on social media and a good-quality website will reinforce your message and build confidence in your business or service.

# Publication Calendar 2023

## LEAFLET DELIVERY\*

We offer targeted leaflet distribution alongside our magazine delivery from only

**£49** +VAT per 1000

## GO LOCAL MIDDLEWICH, THE VILLAGES MAG & GO LOCAL SANDBACH

**Booking &  
Copy Deadline**

**Distribution  
Starts from**

## BEARTOWN VOICE

**Booking &  
Copy Deadline**

**Distribution  
Starts from**

Edition Month & Booking Deadlines

|                  |  | Booking & Copy Deadline | Distribution Starts from | Booking & Copy Deadline | Distribution Starts from |
|------------------|--|-------------------------|--------------------------|-------------------------|--------------------------|
| February         |  | 8/1/23                  | 20/1/23                  | 22/1/23                 | 1/2/23                   |
| March            |  | 8/2/23                  | 20/2/23                  | 19/2/23                 | 1/3/23                   |
| April            |  | 8/3/23                  | 20/3/23                  | 22/3/23                 | 1/4/23                   |
| May              |  | 8/4/23                  | 20/4/23                  | 22/4/23                 | 1/5/23                   |
| June             |  | 7/5/23                  | 20/5/23                  | 22/5/23                 | 1/6/23                   |
| July             |  | 8/6/23                  | 20/6/23                  | 22/6/23                 | 1/7/23                   |
| August/September |  | 8/7/23                  | 20/7/23                  | 22/7/23                 | 1/8/23                   |
| October          |  | 8/9/23                  | 20/9/23                  | 22/9/23                 | 1/10/23                  |
| November         |  | 8/10/23                 | 20/10/23                 | 22/10/23                | 1/11/23                  |
| December/January |  | 8/11/23                 | 20/11/23                 | 22/11/23                | 1/12/23                  |

\*Advert space must be booked alongside leaflet delivery

Ready to book...



Call... 01477 518 252

Email... [bookings@archpublications.com](mailto:bookings@archpublications.com)

[www.archpublications.com](http://www.archpublications.com)