

HERE & NOW

STUFF THAT MATTERS IN WORTHING



CONTACT:

Mike Cottee on 01903 686 200 (Joint Publisher)

e-mail: mike@hereandnowmag.co.uk

Here & Now Media Ltd.

P. O. Box 2142

WORTHING

BN12 9EF



Association of Independent
Magazine Publishers



worthing & adur
CHAMBER OF COMMERCE



WORTHING
BUSINESS CIRCLE



HERE & NOW

STUFF THAT MATTERS IN WORTHING

Launching September 2016 with our October edition.

35,000 copies a month

50,000+ readership

A new mass market leisure & general interest monthly magazine.
The largest circulation of any local publication.

A massive 40-50% editorial, all produced locally or with a local connection, plus what's on listings, ensuring a long retention rate.
We will - 'Inform, Entertain & Amuse' - with engaging content.

Supporting local businesses:

Special introductory advertising rates - from £20 + VAT per month.
An ideal platform for businesses to reach a massive audience.
We will engage with our readers, your business could too.

Professionally designed for maximum impact.

Big launch prize give-away for maximum attention.

Independently published by local residents, with passion & commitment.

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Distribution Plan

30,000 Door-2-Door

Initially 30,000 door-2-door **GPS-tracked distribution** by Worthing Direct Leaflet Distribution Services, which is owned & operated by Mike Cottee - Joint Publisher of 'Here & Now'.

Included as part of Worthing Direct rounds under the existing policy of never inserting leaflets within a magazine:

Durrington & Salvington - 5000 + Offington - 2000 + Broadwater - 5000 + Tarring - 5000 + Goring - 5000 + West Worthing - 5000 + East Worthing - 2000 + Central Worthing - 1000

This is by far the highest distribution of any local publication in Worthing.

While we cannot provide 100% household penetration, we do plan to slowly increase distribution over the months following launch.

5,000 via Pick-up Points

Initially 5,000 into a number of local pick-up points in and around Worthing.

4,000 copies will be managed by Self Select Distribution Ltd into the main supermarkets of **Asda, Morrison, Sainsbury's and Tesco**, from Ferring through to Lancing.

Self Select will report back to us weekly on stock levels per store. Their reports meet **Audit Bureau of Circulation industry standards**.

1,000 copies into independent outlets and venues will be serviced by Worthing Direct.

Worthing Direct will closely monitor and manage all stock levels and in the unlikely event copies are not picked up, will arrange further household distribution.

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Editorial Plan

We aim to Inform, Entertain & Amuse

We aim to be content led, with **40-50% of relevant locally produced editorial content**, together with **comprehensive What's On Listings** for the month, to ensure a long retention rate.

We have a team of contributors lined-up who will be providing regular interesting, amusing and quirky content - **we aim to have some fun here**. Whilst there's a focus on leisure & what's on, there will be so much more - a platform for any type of business to reach 50,000+ readers.

We aim to support individuals and organisations; voluntary, public sector, education and business to communicate with and **engage the interest of the community** in new opportunities, causes, clubs, events and experiences within Worthing.

Frances & Mike, joint publishers, are **inspired by the beginnings of physical change in Worthing** and new events taking place, in addition to the longstanding initiatives and the people behind them. **We want to be part of the change by supporting the change**, which we feel starts with helping people see the extent of what's already on offer in our town.

From the feedback we are getting, and input from our editorial focus group, there is a need for a mass-market hyper-local magazine that supports residents (and visitors) to find out what is going on in Worthing. **All too often we are told, "I am fed-up with hearing about things after they have happened"**.

Our research shows that there is a demand for a print publication that **provides a comprehensive point of reference** for up to date listings covering a wide variety of events and opportunities within the town.

'Here & Now' is about working in partnership with others in the community, supporting the people who are out there creating opportunities and making our town a better place to live. We will do this through **free listings, editorial contributions, event promotion and reviews**, enabling residents and visitors to easily access a range of information.

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Special introductory rates

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	1 month	3 months	6 months	12 months
Full Page	£320.00 £9.14 per 1,000 copies	£300.00 _{pm} £8.57 per 1,000 copies	£280.00 _{pm} £8.00 per 1,000 copies	£250.00 _{pm} £7.14 per 1,000 copies
Half Page	£200.00 £5.71 per 1,000 copies	£185.00 _{pm} £5.29 per 1,000 copies	£160.00 _{pm} £4.57 per 1,000 copies	£140.00 _{pm} £4.00 per 1,000 copies
Quarter Page	£120.00 £3.43 per 1,000 copies	£110.00 _{pm} £3.15 per 1,000 copies	£100.00 _{pm} £2.85 per 1,000 copies	£80.00 _{pm} £2.29 per 1,000 copies
Eighth Page	£80.00 £2.29 per 1,000 copies	£70.00 _{pm} £2.00 per 1,000 copies	£60.00 _{pm} £1.71 per 1,000 copies	£45.00 _{pm} £1.29 per 1,000 copies

Quarter Page Example:

Vertical - 135mm x 2 Columns (105mm)

OR

Horizontal - 65mm x 4 Columns (215mm)

from **£80.00**
+ VAT per month

**= £2.29 per
1000 copies!**

- Rates are plus VAT at current rate.
- Rates quoted are for full colour.
- Basic artwork included for free.
- No charge for simple text changes.

	Height	Width
Full Page	275mm	215mm
Half Page (Horizontal)	135mm	215mm
Half Page (Vertical)	275mm	105mm
Quarter (Vertical)	135mm	105mm
Quarter (Horizontal)	65mm	215mm
Eighth Page	65mm	105mm

Business Directory

Single Box

40mm x 1 column (50mm)

from **£20.00**+ VAT
per month.

= 57p per 1,000 copies!

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Small Ads - Business Directory & What's On Section only.

Special introductory rates

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	3 months	6 months	12 months
Single Box	£30.00 _{pm}	£25.00 _{pm}	£20.00 _{pm}
Double Box	£50.00 _{pm}	£40.00 _{pm}	£30.00 _{pm}

Heading

Single Box

40mm x 1 column (50mm)

from **£20.00**+ VAT
per month.
= 57p per 1,000 copies!

The not so small print:

- Rates quoted are for the cost per month.
- All rates are plus VAT at the current rate.
- Full payment required prior to first insertion.
- Rates quoted are for full colour.
- Basic artwork included for free.
- No charge for simple text changes.

Heading

Double Box

85mm x
1 column (50mm)

from
£30.00
+ VAT per month.

= 86p per
1,000 copies!

Heading

Double Box

40mm x 2 column (105mm)

from **£30.00**+ VAT
per month.
= 86p per 1,000 copies!

Single Boxes (one size)

- 40mm x 1 column wide (50mm)

Double Boxes (two sizes)

- 80 mm x 1 column wide (50mm) or

- 40mm x 2 column wide (105mm)