



Tulip Publications
THE POWER OF LOCAL ADVERTISING

Media Pack

2021



Follow us:
@tulippub

Whether you're a high street enterprise looking to boost your business or a small to medium venture with no high street presence, looking to build awareness or generate more custom in the locality, we deliver the perfect opportunity to get your message across to local residents.

Our magazines provide information in a clear and convenient format that is hard to find amidst the jumble of internet searches and local newspapers.



A FEW OF THE BENEFITS

- Raise Brand awareness for a new business
- Boost presence for an existing business
- Market your business with adverts or editorials
- Advertise in an A5 glossy magazine that's **FREE** to residents
- Residents retain these for the business & community info

Book from £47 per month...

Reserve your space today: W: tulippublications.co.uk

T: 01276 506369 M: 07947 068211 E: info@tulippublications.co.uk

TULIP PUBLICATIONS

Discover local advertising that works

T: 01276 506369 / 07947 068211 E: info@tulippublications.co.uk



Why Advertise with Us?



The Three
VILLAGES
COMMUNITY DIRECTORY

Tulip Publications (established in 2006) publishes the community magazine 'The Three Villages', which is hand-delivered by a reliable team to circa 7,000 households.

The Three Villages Magazine serves Lightwater, Bagshot and Windlesham

So why should YOU join the growing number of businesses advertising in one or more of our directories?

IT WORKS!

Widely read and used by residents in the target areas, generating so much business for many advertisers that they advertise month on month. For some it's the **ONLY** form of advertising they need!

HIGH QUALITY

Full colour, high quality, gloss paper and print keeps your advert looking it's absolute best.

GREAT VALUE

We keep our costs low and prices affordable - a cost effective alternative to the traditional local papers and also free to the reader, giving better coverage in your area.

LONGEVITY

Unlike local and free newspapers, our directories are kept by the majority of households, so our advertisers are easily at hand when readers require their services.

TRULY LOCAL

Our advertisers all operate in or close to the distribution area. Evidence shows the majority of people prefer truly local services.

RELIABLE DISTRIBUTION

Our reliable team aim to distribute all copies by the end of the first week of each month. Copies are also available from several 'pick-up points' throughout the target areas.

I'm delighted with the steady flow of enquiries and business I get from the magazine and will continue to advertise for the foreseeable future!

Soraya Dubra, Creative Gardens

Your Advert Options

ADVERT SIZES AND POSITIONS

Front Cover (w x h)

125mm x 170mm
Front Cover: **£255**

Double page spread **£289**

Full Page (w x h)

129mm x 190mm
Standard Full Page
One off: **£156**
4+ issues*: **£142**
Premium Full Page
Back Cover: **£199**
Inside Front: **£179**
Inside Back: **£179**
Centre (each): **£169**

1/2 Page (w x h)

129mm x 93mm
One off: **£93**
4+ issues*: **£83**

1/4 Page (w x h)

63mm x 93mm
One off: **£52**
4+ issues*: **£47**

* Regular Advertiser Discount

Available for 4+ issues with auto renewal of the same advert.

COMMUNITY & CHARITIES: We offer a discount on adverts for registered charities - please contact us for details. Community listings are free subject to space but must be not for profit.

ARTWORK FORMATS, DEADLINES & PUBLICATION DATES

Artwork formats:

Artwork can be produced for you from £25 per advert. If you wish to provide your own it should be **high resolution** pdf, tiff, eps or jpeg (**300dpi minimum**).

Send artwork to info@tulippublications.co.uk

Deadline: Artwork must be received by **15th of each month** to be in the following issue.

Publication Dates:

We publish 11 issues per year (with a joint issue covering Aug/Sep), distributed during the 1st week of the month.

EDITORIAL

Editorial:

If you have a story to tell or want to promote a particular area of your business, why not use a customer profile or editorial? Contact us for details of price and word count at info@tulippublications.co.uk

PAYMENT

Payment:

Full payment is due on receipt of invoice and can be made by Credit/Debit Card, BACs, Standing Order, Cheque or Cash.



Terms & Conditions

BY PLACING AN ORDER WITH TULIP PUBLICATIONS YOU AGREE TO THE FOLLOWING TERMS & CONDITIONS

We gratefully acknowledge the support of businesses whose adverts appear in our publications and whilst very care is taken to ensure accuracy, the publishers cannot accept responsibility for loss, damage or omission caused by error in the printing of an advert or other information.

Adverts are accepted on the understanding that the description of goods and services are fair and accurate. The publisher cannot accept responsibility for views expressed by contributors, or for the accuracy of claims made by advertisers.

We reserve the right to refuse advertisements which may be defamatory or offensive or which products that may be considered indecent.

We take no responsibility for the content of your advert. It is your responsibility to ensure that your advert is legal and copyright free. We cannot accept ads which you do not have permission to copy. This includes images, logos, clip art or any other content that is used in the advert. It is the advertiser's responsibility to acquire permission for the use of any content that is used in their advert.

It is the advertiser's responsibility to check the advert to ensure that it is

correct at copy approval stage. No responsibility will be taken by the publisher for any errors subsequently identified.

Any advert supplied in JPEG or PDF or any other pre-prepared format is assumed not to require copy approval and will be inserted as supplied. These files should be supplied in a minimum of 300 dpi. No responsibility can be taken for the print quality of any advert supplied in a lower resolution. If files are not submitted in the dimensions specified in the Advertisers Guide, they may be re-submitted or be resized by the publisher.

If you wish to use an advert designed by us in another publication you will be required to seek permission from us for its use.

We make no guarantees that your ad will be successful. We are therefore unable to offer you a refund if you receive no response. The cost of your ad covers the cost of printing.

Once an advertising package has been confirmed, either by telephone call, email or letter, no refunds can be given if the advertiser subsequently decides to cancel their package. If the advertiser informs the publisher before the copy deadline that they wish to cancel, the publisher will endeavour to re-sell the space.

If the space is re-sold, the cost of the cancelled booking is not due. If, however, the space is not sold, or is sold for less than the original booking, the advertiser will be charged for the balance. Any cancellations received after the copy deadline will be invoiced in full. In any event of cancellation, any costs incurred for artwork set-up or graphic design services will still be due at the full rate.

When you book your ad, you are agreeing to pay the current price by the due date. The due date is as stated on your invoice. In cases of overdue accounts, we will exercise our statutory rights under the Late Payment of Commercial Debts (Interest) Act 1998. In this respect, interest at a rate of 3 per cent above the base rate per 14-day period will be added, compounded in each 14 day period on any outstanding balance from the date of invoice until the date of receipt of payment in full. Also, please be advised that, in accordance with European Directive 2000/35/EC, a debt recovery fee of £40 will be charged.

We reserve the right to amend the distribution route. Delivery is subject to access.

It has provided my IT business with some quality local leads
– a great return on investment.

Phil Keen from Keen IT