



Award-winning little glossies for Thorpe Bay and Leigh with BIG reputations

MEDIA PACK

September 2011



ORACLE
publications (uk) Ltd

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Oracle: more of the type of readers your business wants to reach

Oracle publications (uk) Ltd (Thorpe Bay Oracle and Leigh-on-Sea Oracle) has grown to be indispensable reading to residents of these high-disposable income, high value Southend enclaves and an invaluable marketing tool for businesses wishing to reach this audience in a targeted, cost-effective way.

Oracle Advertisers' Benefits

Great Value:

The Oracle represents superb value if your target-market includes Thorpe Bay & Leigh residents. For less than the cost of a single week in the Southend Evening Echo your business can hit the high-value audience you want for a whole year! (12 monthly issues.)

Unique:

Thorpe Bay and Leigh have lacked vehicles for local businesses to reach this specifically targeted, very desirable-market. Many companies use leaflet distribution and/or free newspaper which are both expensive and have questionable shelf-life.

Truly Local:

All advertisers operate in, or close to, the area. There is strong evidence that truly local services are preferred by the majority of the population.

Longevity:

The Oracle isn't thrown away, once read, like a local newspaper. People keep it as a reference for the whole month therefore minimising wastage.

High Quality:

Oracle publications are printed to a very high standard, being glossy

throughout, utilising 200gsm and full colour on the cover and 130gsm mono/colour on inside pages. All artwork is professionally finished to ensure your business looks its best and that you're proud to feature in and be associated with these high-quality publications.

Advertorial Opportunities

Each month advertisers can be featured in their own two-page editorial spread (advertorial). This gives a depth of coverage that is normally only available at considerable expense in other local publications.

Highly Effective

There are only a few shops and services within Thorpe Bay itself giving retailers and service providers from surrounding areas the opportunity to build significant market share. Whereas Leigh-on-Sea residents vary considerably and Oracle concentrates on the ABC1/2 market sector. Oracle magazines present the most effective way for local businesses to market themselves to these high-value residential areas.

Distribution/Circulation

Oracle magazines are published and distributed monthly (on or around the first weekend of the month).

Delivered to **4500** homes in Thorpe Bay and **5500** in Leigh - guaranteed. (see distribution map on Website for each titles delivery areas)

Format & Design

Oracle magazines are A5 in size, stapled, glossy throughout, with a mixture of colour and mono throughout. However, the outside cover is in full colour with the advertiser having the option to purchase additional full-colour pages within the publication at a very reasonable cost. (Positioning of these pages will be at the discretion of the editor unless otherwise agreed).

Oracle Publications have presence and longevity and because of their size, content, look and feel, will be kept by the majority of households until the next issue arrives, thereby giving advertisers 'immediacy of access' when their services are required.

Thorpe Bay & Leigh Demographics

The population profile for the Thorpe Bay and Leigh areas covered by Oracle is A, B, C1's. (Wealthy achievers.)*

The average Thorpe Bay and Leigh-on-Sea disposable income is well above average, both nationally and within the Southend Borough.

* This Demographic type encompasses the most affluent people in the UK. They live in wealthy, high-status suburban and semi-rural neighbourhoods, particularly in the Home Counties. Most are highly qualified professionals, senior executives and business owners, often in their 40s and 50s. This type forms the top 1.7% of the population. (Source: ACORN)

Oracle Publications – Rate Card

Advertorials produced by client - £325 +VAT.

Advertorials produced by Oracle for clients - £375 +VAT.

Loose Inserts

These can be delivered within the publication for just £60 per 1000.

Premium Positions

A 10% surcharge will be added for specifically requested positions.

Please note that notice of cancellation of space must be given one week prior to copy date deadline. Clients will incur charges if cancellation is after this date.

Copy-date Deadline

Final copy must be submitted by the 15th of each month, for inclusion in the following month's edition (which will be distributed on or around the first weekend of the month). Oracle Publications (uk) Ltd retain the copyright of any adverts created by them for clients unless otherwise agreed.

Payment

Full payment for all adverts must be received within 14 days from the date of the invoice. Payment can be made by cheque, payable to: 'Oracle Publications (uk) Ltd' or by Credit or Debit Card.

Acceptable formats for receiving Artwork

Adverts will only be accepted in the following formats:

- Quark Express
- .pdf
- .jpeg
- .tif
- MS Publisher
- MS PowerPoint
- MS Word

N.B. Images and adverts *must* have a resolution of 300dpi and pdf files must have the fonts embedded before they're sent to Oracle.

Copy can be sent on a disk or memory stick to the address below or e-mailed to :info@oraclepublications.co.uk clearly stating which company it is for and which issue it should run in.

* If your advert is not available in a digital format then we can produce it for you, from your own hard-copy text, for an agreed amount. (This is a one-off charge – the advert can then be re-used in subsequent issues free of charge.) Oracle Publications (uk) Ltd retains copy right of any advertisement it produces.

The publishers reserve the right to change, amend and correct any copy submitted to Oracle Publications (uk) Ltd at any time without prior notice.

To discuss your marketing issues, for more information about Oracle or advertise please contact Emma Wynne-Morgan on :-

01702 393838

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Thorpe Bay ORACLE Circ. 4500 **Leigh ORACLE** Circ. 5500

Advertising Rates (per magazine)

C O L O U R	Number of insertions	x 1	x 3 5% Discount	x 6 7.5% Discount	x 12 12.5% Discount
	Full Page COLOUR	£137	£390 (£130 per insertion)	£760 (£126 per insertion)	£1438 (£119 per insertion)
	Half Page COLOUR	£82	£234 (£78 per insertion)	£455 (£76 per insertion)	£861 (£72 per insertion)
	Quarter Page COLOUR	£42	£119 (£39 per insertion)	£233 (£38 per insertion)	£441 (£36 per insertion)
	FRONT COVER	£190	INSIDE F/C	£210	
	BACK COVER	£340	INSIDE B/C	£180	
	Double Page Advertorial	£375 Oracle Created	£325 Client Created		ALL PRICES ex VAT

M O N O	Number of insertions	x 1	x 3 5% Discount	x 6 7.5% Discount	x 12 12.5% Discount
	Full Page MONO	£99	£282 (£94 per insertion)	£549 (£91 per insertion)	£1039 (£87 per insertion)
	Half Page MONO	£50	£142 (£47 per insertion)	£277 (£46 per insertion)	£525 (£44 per insertion)
	Quarter Page MONO	£27 <i>Only £6.75 per week</i>	£77 (£26 per insertion)	£150 (£25 per insertion)	£284 (£23 per insertion)
	Advert creation & Artwork	Full Page £75	Half Page £75	Quarter Page £40	ALL PRICES ex VAT

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Advert sizes and technical specifications

VERY IMPORTANT. PLEASE READ



Front Cover Banner

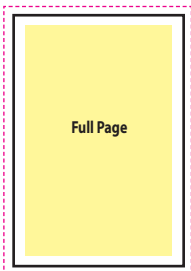
Always full colour.
Always with bleed

All measurements in mms

Type Area **40 x 110**

Trim **46 x 127**

Bleed **n/a**



Full Page

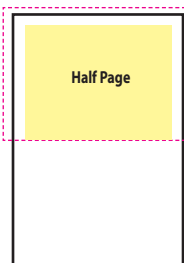
Full colour or mono.
Bleed or squared up

All measurements in mm's

Type Area **190 x 130**

Trim **210 x 148.5**

Bleed **216 x 155**



Half Page

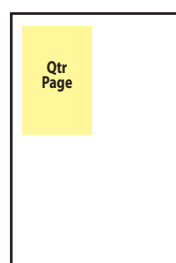
Full colour or mono.
Bleed or squared up

All measurements in mm's

Type Area **94 x 130**

Trim **103 x 148.5**

Bleed **108 x 155**



Quarter Page

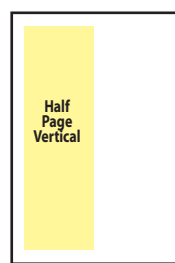
Full colour or mono.
Squared up only

All measurements in mm's

Type Area **94 x 64**

Trim **n/a**

Bleed **n/a**



Half Page Vertical

Full colour or mono.
Bleed or squared up

All measurements in mm's

Type Area **190 x 65**

Trim **n/a**

Bleed **n/a**

Glossary

Type Area

The 'safe' area within a page which is a comfortable distance away from the edge to guarantee that no type will be guillotined off when trimmed. Usually used as the area for a 'squared up' ad.

Trim

The page edge. This is where the guillotine cuts blocks of finished print to size with a margin of error of a millimetre or two because the paper shifts slightly as the blade cuts through (hence the need for a Type Area and Bleed).

Bleed

The extra area of background printed beyond the trim area to ensure that the finished advertisement is printed edge-to-edge without accidental white borders. Optional except for front and back covers.

Full Colour

Colour printed out of a 4 colour palette - Cyan (blue), Magenta (Red) Yellow and Key (Black). Special colours or metallic (gold/silver etc.) available on request at extra cost.

Mono

Single colour printing (usually Black and White - B/W)

**NB: All artwork & images to be submitted at 300dpi.
When sending as pdf fonts MUST be embedded in the file.**

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