



Media opportunities

Monthly printed newspaper – advertising & advertorial

Media Opportunities – Erdington Local (print)

Background information:

Erdington Local has been publishing online news content since 5th April 2020, building an average weekly direct readership of between 5/10,000 – with an average weekly reach and engagement figure of between 20/30,000.

From November 2020, Erdington Local will be releasing a printed monthly newspaper – with a range of paid for page space available, through both advertising and advertorials.

Overview of printed edition:

- 20,000 standard circulation
- 60,000 reach/opportunity to see (OTS)
- Free (no cover charge)
- Released over the last weekend of each month (to coincide with 80% of UK paydays)
- Traditional tabloid size
- Full colour throughout
- All production and distribution under COVID-19 safe conditions

Overview of distribution:

- Through food banks, resident/community groups, community centres, places of worship, healthcare facilities, municipal outlets
- Targeted 'door drops' and direct residential mailouts
- On shelf at businesses operating through lockdown
- Reaching people without internet access
- Run on copies of 1-2,000 with targeted distribution for **key spot advertisers**
- Distribution managed by professional promotional team – including COVID-19 marshals

Rate card:

Advert options	Cost (£)	Advertorial options	Cost (£)
Full page (standard)	800	Feature	Full page 650 / Half page 425
Inside front/back cover	1000	Picture Gallery	Full page 650 / Half page 425
Outside back cover	1200	News article	Half page 425 / Quarter page 325
Half page	500	Promotion / Sales	Half page 425 / Quarter page 325
Quarter page	350	Opinion column	375
Banner	275	Double page spread	1350

To discuss any aspect of this document, please contact Erdington Local editor-in-chief via the contact details below.

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