

What'sWhat!

in Shropshire

We've got
the local
area covered!

Hand delivered
to 16,000 homes and
businesses – more than
any other magazine
in our area.



Make your business a household name

Local hero

WW! is a well read, respected and established magazine that has become an integral part of the local community since its launch in 2006. Our reader friendly size and perfect bound finish is handy to hold onto and because of our comprehensive guide of events in Shropshire, local businesses and services, people keep it in the home longer.

Quality content

The range and balance of our editorial to advertising content is designed to keep our readers engaged for longer. Our genuine local reportage and friendly tone mean that our readers trust us – and that means they trust our advertisers too.

Cost effective

You can shout about your business to thousands of customers right on your door step – from as little as £18 per month.

16,000 homes and businesses

WW! has grown into the largest magazine in our area – with 16,000 copies delivered door-to-door in Bridgnorth, Broseley, Ironbridge, Much Wenlock, Shifnal and Telford – as well as those smaller hamlets that contribute so much to our rural community. In fact, you could say we reach the parts of Shropshire that other magazines don't!



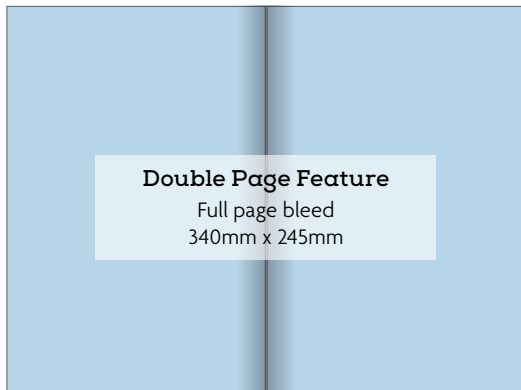
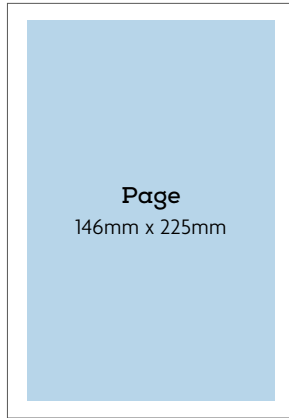
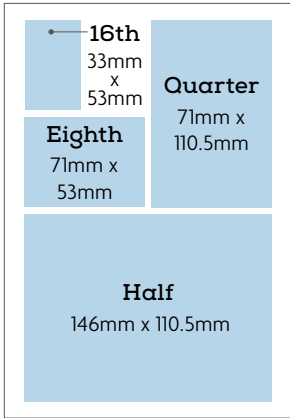
Online and in your homes

Anyone can go online to read the latest edition of WW! and click straight through to your business free of charge. Our social media activity keeps our followers up to date with the latest news and events – and directs them through to our website and online magazine.

whatswhatmagazine.co.uk

Advertising rates

| Advert size | Cost per edition (All costs are subject to VAT) | | |
|----------------------------|---|--------------------------|---------------------------|
| | 1 edition (3 months) | 2 editions (6 months) | 4 editions (12 months) |
| Sixteenth | n/a | n/a | £54 |
| Eighth | n/a | n/a | £90 |
| Quarter | £280 | £230 | £180 |
| Half | £450 | £415 | £330 |
| Page | £750 | £690 | £540 |
| IFC/IBC | £915 | £800 | £650 |
| Back Page | £1200 | £1000 | £900 |
| Double Page Feature | £1350 | £1250 | £950 |



For more information or to reserve your advertising space call us now on **01952 728162** or email leanne@whatswhatmagazine.co.uk

Design services

Advert design

Whether you need to shout about a service, a product or simply want to raise brand awareness – an eye catching advert is essential. We are experts at communicating to our readers and our rates are very affordable – starting at £20 for your initial design – and then amends are free.

Full design services

We offer a full design service independent of the magazine. You might be an existing advertiser that would like us to supply print adverts for other publications or a company that wants a complete rebrand.

We're passionate about all aspects of design whether that's creating a new identity, designing a stand for a trade show or updating product packaging.

Whether you're a corporate client or a one-man band – we can help deliver your message in style, without breaking the bank.

If you're interested in using our in-house design services call Leanne on 01952 728162 / 07894 329118 or email leanne@whatswhatmagazine.co.uk

Supplied adverts

Finished artwork must be supplied at the correct size in the following formats: PDF (preferred), JPEG, TIFF or EPS. Files must be a high resolution (300dpi) and fonts to be embedded or outlined. All measurements are shown width x height.

Sixteenth: 33mm x 53mm

Eighth: 71mm x 53mm

Quarter: 71mm x 110.5mm

Half: 146mm x 110.5mm

Page: 146mm x 225mm

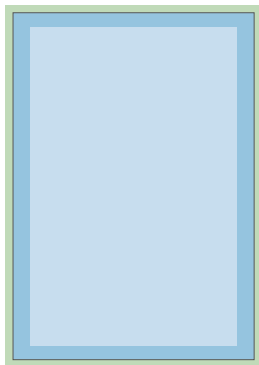
Premium position adverts

If designing a full page bleed advert for IFC, IBC, DPF or back page it's advisable to avoid placing text or important image content within 12mm of the left and right edges of a page. This is to prevent content from being obscured during binding. By maintaining this safe margin, you ensure that your content remains clear and impactful. 3mm bleed is required outside of the page trim size. Please be aware that a double page feature will show page titles and numbers in the outer margins.

IFC/IBC/Back Page (Full bleed):

■ 170mm x 245mm trim + ■ 3mm bleed

■ Safe area 146mm x 225mm



Publication page size:

170mm x 245mm

Publication margins:

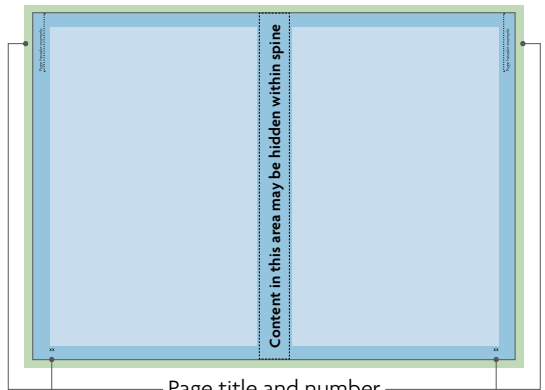
Top and bottom: 10mm

Inner and outer: 12mm

Double Page Feature (Full bleed):

■ 340mm x 245mm trim (flat) + ■ 3mm bleed

■ Safe area for each page 146mm x 225mm



Leaflet distribution

How it works

- Choose your area – or go big and deliver to all 4 giving you a total 15750 letterboxes
- Guaranteed product/service exclusivity and maximum 4 leaflets each drop
- Delivered separately to the magazine – not inside for full impact!

Cost effective delivery of your marketing materials

We offer an easy, cost effective delivery service for your leaflets or brochures within our distribution areas.

To ensure your doordrop campaign is as successful as possible we limit the leaflets delivered to 4 per household. We also promise you will be the only company offering your service or product.

Our trusted, local distribution team will deliver at the same time as the magazine but not inside ensuring your business gets maximum impact!

Delivery dates

4 deliver dates per year – February, May, August and November

Booking

Call 01952 728162 or email leanne@whatswhatmagazine.co.uk

Please note this is popular service and due to the exclusivity we cannot guarantee availability.

NB; all prices quoted are based on a single A5 sheet and subject to VAT. Please contact Leanne for a quote on any other size.

5% discount when booking 2 areas

10% discount when booking 3 areas

Area 1 – 7650

Bridgnorth, Eardington, Worfield, Hilton, Claverley & Ackleton **£460**

Area 2 – 2600

Broseley, Ironbridge & Buildwas **£160**

Area 3 – 1800

Much Wenlock, Harley, Cressage, Homer **£110**

Area 4 – 3650

Shifnal (2235), Horsehay, Lightmoor & Little Wenlock **£220**

All areas

£725

We support local businesses with unbeatable coverage in the heart of Shropshire!



What's What! Magazine

Woodfield Cottage, St Mary's Lane, Much Wenlock TF13 6HD

✉ leanne@whatswhatmagazine.co.uk

☎ 01952 728162

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