

# ADVERTISING

with Ealing Council

MAGAZINE & WEBSITES

around ealing presents local news and information to everyone living or working in the London Borough of Ealing.

We have a range of regular advertisers who recognise the magazine's reach into every home in the borough.

Around Ealing is a high quality, award-winning and well recognised publication, with a readership across the borough of Ealing.



## IN PRINT...

With 138,000 copies printed and distributed six times a year, the magazine has a wider circulation and readership than any other local publication. Around Ealing is delivered to every home address and many businesses in the borough. This includes the towns of Ealing, Acton, Greenford, Hanwell, Northolt, Perivale and Southall. Copies are additionally available in all libraries, leisure centres, town halls and other public places – further extending the reach of the magazine, including to people who may be visitors to the borough.

## ...AND ONLINE

**ealing news extra** An interactive version of each issue of Around Ealing appears on the Ealing

News Extra website at [ealingnewsextra.co.uk](http://ealingnewsextra.co.uk). The site, and the online magazine, are promoted via social media. Advertising on the website is also available – turn to page four for more information.

You can also advertise in, a fortnightly subscriber HTML email, also called Ealing News Extra, which goes out to more than 75,000 addresses (as of September 2017). This points readers to stories on the website, plus videos, blog posts, and competitions. Turn to page six for more details.

# around ealing



## ADVERTISING RATES (not including VAT)

|                    | Single advertisement (per 1 issue) | Series booking A (min. 2 issues) | Series booking B (min. 3 issues) |
|--------------------|------------------------------------|----------------------------------|----------------------------------|
| Back cover         | £1,900                             | £1,710 per page                  | £1,700 per page                  |
| Inside front cover | £1,800                             | £1,620 per page                  | £1,600 per page                  |
| Inside back cover  | £1,700                             | £1,530 per page                  | £1,500 per page                  |
| Full page          | £1,650                             | £1,485 per page                  | £1,400 per page                  |
| Double page        | £3,300                             | £2,970 per spread                | £2,805 per spread                |
| Half page          | £900                               | £810                             | £800                             |
| Quarter page       | £500                               | £450                             | £450                             |

## LOOSE INSERTS AND DOOR-DROPS

We can distribute leaflets, loose-inserted mechanically into the magazine, of the following types. We can also design and print them for you, to offer a full service.

**DOOR-DROP:** Alternatively, a door-drop of your supplied leaflets, delivered separately but at the same time as Around Ealing, costs £6,157.

|                                | 2pp A5 leaflet loose insert | 4pp A5 leaflet loose insert |
|--------------------------------|-----------------------------|-----------------------------|
| Delivery only (138,000 copies) | £2,760                      | £2,760                      |
| Design and print included      | £4,100                      | £5,200                      |

## ADVERT DIMENSIONS

### FULL PAGE:

#### TRIM SIZE:

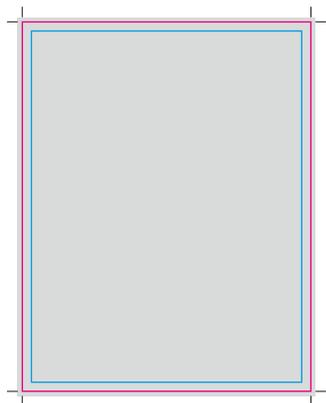
190 x 245 mm

#### BLEED SIZE:

196 x 251 mm

#### TYPE AREA:

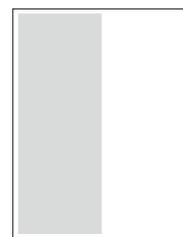
Please ensure that all critical content is a minimum of 5mm from all edges of the trim size.



### HALF PAGE (HORZ):

#### TRIM SIZE:

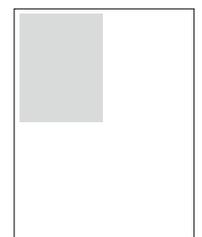
178 x 114.5 mm



### HALF PAGE (VERT):

#### TRIM SIZE:

87 x 233 mm



### QUARTER PAGE:

#### TRIM SIZE:

87 x 114.5 mm

## ADVERT SPECIFICATIONS

The following files are acceptable for print use: PDF, EPS, TIFF, and JPEG.

All images must be CMYK only with no spot colours and at least 300dpi.

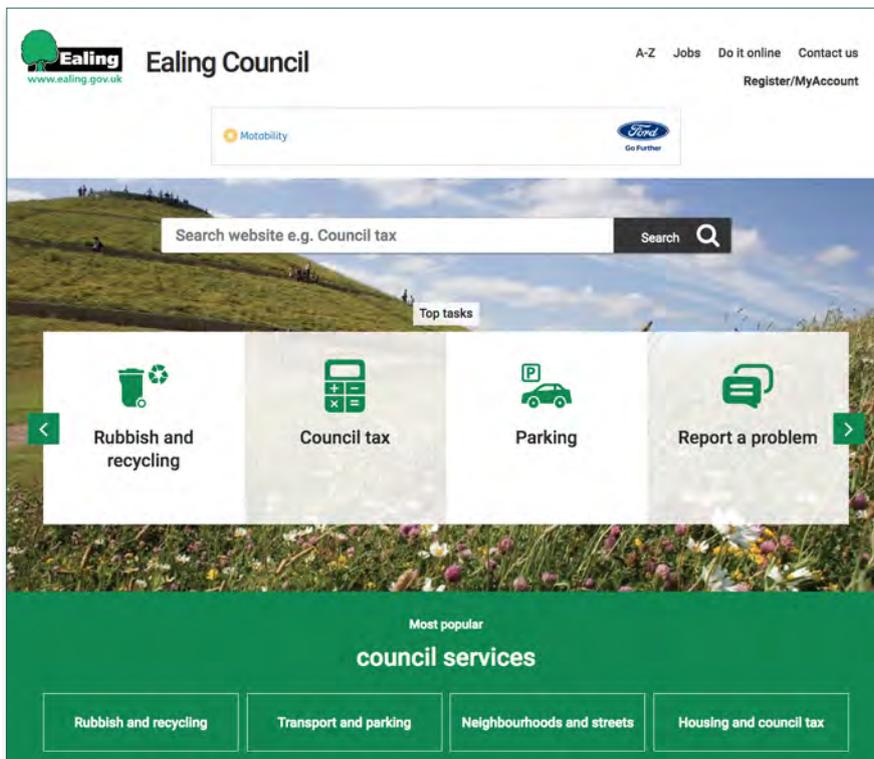
All fonts must be embedded or outlined.

For best results, please create pdfs for print using the Pass4press guidelines:  
[www.ppa.co.uk/resources/guides-and-standards/production/pass4press/](http://www.ppa.co.uk/resources/guides-and-standards/production/pass4press/)

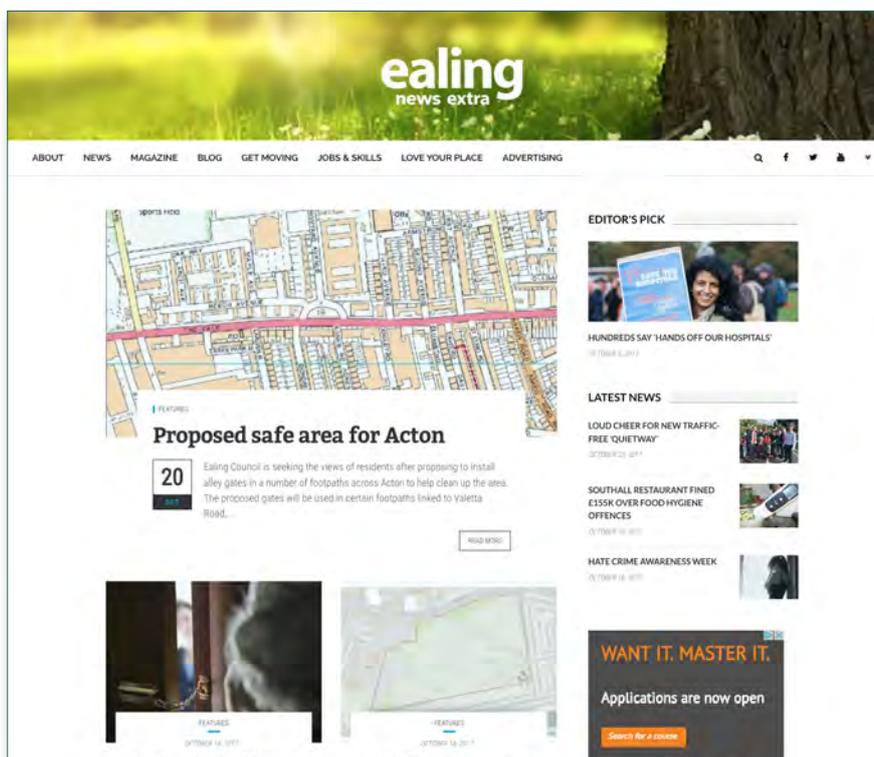


# WEBSITE ADVERTISING

We have two popular websites: The council's main site [www.ealing.gov.uk](http://www.ealing.gov.uk) and the news and features site [EalingNewsExtra.co.uk](http://EalingNewsExtra.co.uk). Between them, they attract more than 1.4million page impressions per month.



 [www.ealing.gov.uk](http://www.ealing.gov.uk)



 [EalingNewsExtra.co.uk](http://EalingNewsExtra.co.uk)

## ADVERT TYPES

You can book two kinds of advert on the main council site: Leaderboard (banner adverts) and MPUs (versatile square or rectangular adverts), examples of which are shown below. Only MPUs are available on the Ealing News Extra website. Both websites attract a cross-section of residents from all over the borough as well as visitors from elsewhere. They provide access to the biggest online audience available in our area of west London.

Unless you wish to run a leaderboard advert on the main council website only, adverts will appear on both of these sites. If you purchase and submit both kinds of advert type, only one advert will appear at any one time on the main council website.

### Leaderboard/banner

Size: 728(w) x 90(h) pixels



## FLEXIBILITY AND TARGETING

Advertising with us online puts you in control of your advertising and allows you to scale up your campaign and extend your audience reach at any time. We can also (subject to availability) place your adverts on specific pages on our websites where visitors interested in your products or services are most likely to be found.

You can monitor the success of your advertising by tracking 'click-throughs' to your own website or the number of people responding to any specific offers. We will also provide you with a report at the end of your campaign which will tell you how many people responded to your advert to help you plan future campaigns.

Contact us for guidance on our online advertising options and how you might best use them.

## PRICING

Minimum booking: 20,000 impressions

Rates start at £8 per every 1,000 page impressions

| Number of impressions | Single MPU/<br>banner | Double MPU |
|-----------------------|-----------------------|------------|
| 20,000                | £160                  | £200       |
| 25,000                | £190                  | £250       |
| 50,000                | £360                  | £460       |
| 75,000                | £510                  | £680       |
| 100,000               | £640                  | £790       |
| 150,000               | £900                  | £1,050     |

### Single MPU (box)

Size: 300(w) x 250(h) pixels



### Double MPU (rectangle)

Size: 300(w) x 600(h) pixels



## FORMATS AND SPECIFICATIONS

Artwork must be supplied to the dimensions set out above. Files must be either GIF or JPEG and you must provide a click through URL for the advert to link to when readers click on it. You must also supply an 'alt tag' text (text that is read by browser readers for the visually impaired, e.g. 'click here to learn more about fostering and adoption'). Deadlines will be advised during the booking process.

## EMAIL ADVERTISING

You can place a banner advert at the top of our fortnightly subscriber email, also called Ealing News Extra.

The email goes out to more than 75,000 email addresses. Each advert (size: 600 pixels wide and 100 pixels high) costs £250 (plus VAT).

Content inside relates to stories, videos and blogs on the Ealing News Extra website, and related social media.



**Email banner**  
Size: 600(w) x 100(h) pixels

## DESIGN

We can offer a design service to produce your advert(s) for an additional fee. Please contact us to receive more information.

## PACKAGE DISCOUNTS

If you book an advert in Around Ealing magazine, you will qualify for a discount on any web advertising you book with us at the same time (for [www.ealing.gov.uk](http://www.ealing.gov.uk) and [EalingNewsExtra.co.uk](http://EalingNewsExtra.co.uk)).

It means you will receive a discount of 10% on web adverts that are booked in conjunction with your Around Ealing advert(s).

## PACKAGE PRICES

|                                  |      |
|----------------------------------|------|
| Website 25,000 page impressions  | £171 |
| Website 50,000 page impressions  | £324 |
| Website 75,000 page impressions  | £459 |
| Website 100,000 page impressions | £576 |
| Website 150,000 page impressions | £810 |

## CONTACT

To find out more or to request an advertisement booking form, please email [advertising@ealing.gov.uk](mailto:advertising@ealing.gov.uk)  
Please note that booking confirmations are binding, and terms and conditions apply.