

ADVERTISING

with Ealing Council

PRINT AND ONLINE

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. The site, and the online magazine, are promoted via social media. Advertising on the website is also available – turn the page for more information.

You can also advertise in, a fortnightly subscriber HTML email, also called Ealing News Extra, which goes out to more than 20,000 addresses. 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

We can distribute leaflets, loose-inserted mechanically into the magazine. It costs £3,000 for a one-sided or two-sided A5 leaflet to be inserted. We can also design and print them for you, to offer a full service – for details of this, or for quotes on bespoke options, get in touch.

ADVERT DIMENSIONS

FULL PAGE:

TRIM SIZE:

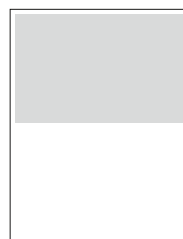
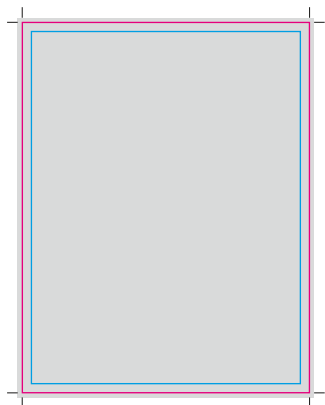
190 x 245 mm

BLEED SIZE:

196 x 251 mm

TYPE AREA:

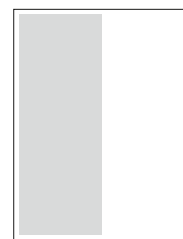
Please ensure that all critical content is a minimum of 5mm from all edges of the trim size.



HALF PAGE (HORZ):

TRIM SIZE:

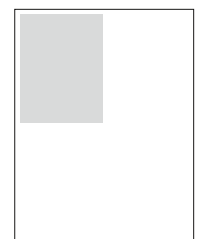
178 x 114.5 mm



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.

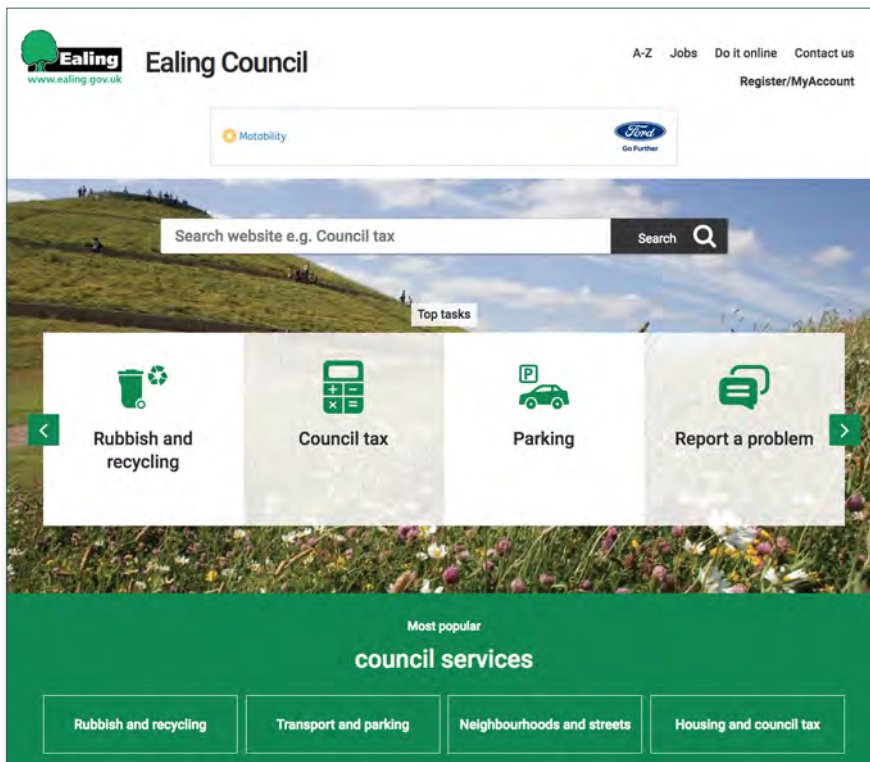
For best results, please create pdfs for print using the Pass4press guidelines:

www.ppa.co.uk/resources/guides-and-standards/production/pass4press/

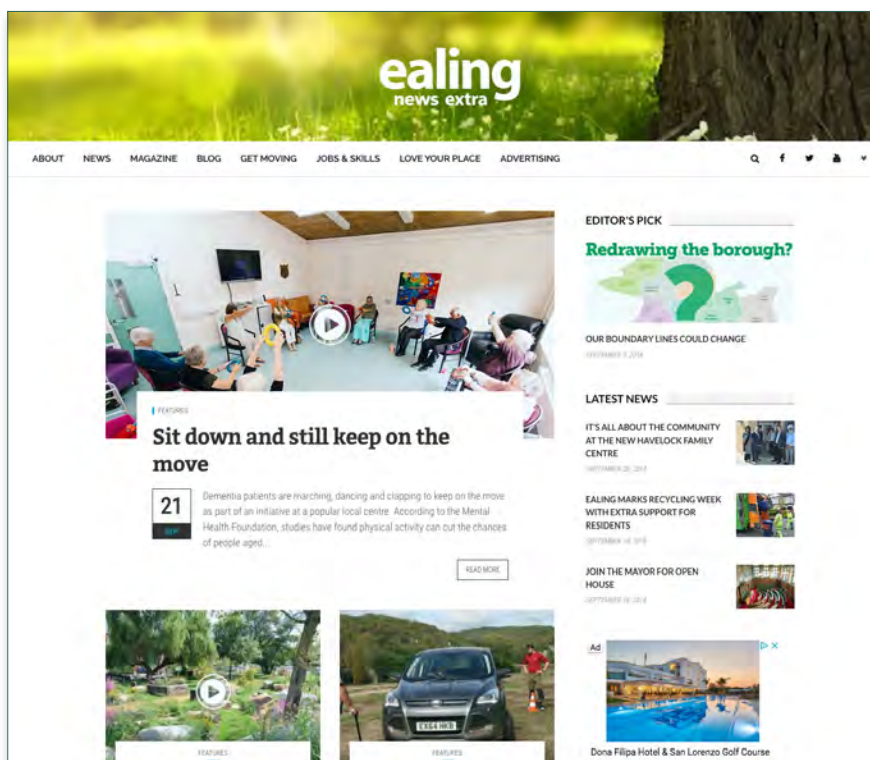


WEBSITE ADVERTISING

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



 www.ealing.gov.uk



 EalingNewsExtra.co.uk

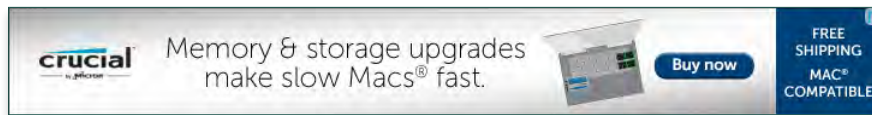
ADVERT TYPES

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.

Advertising will normally appear on both of these sites unless you wish to run a leaderboard advert only, in which case it will appear on the main council website only. You can submit artwork for both kinds of advert – however, only one advert will show at any one time.

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/ 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



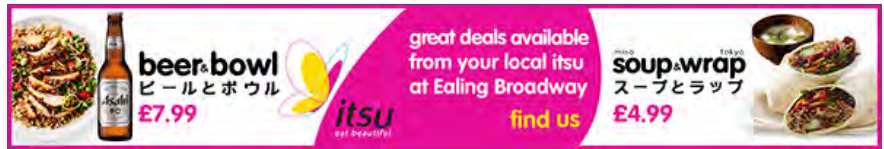
FORMATS AND SPECIFICATIONS

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 in our fortnightly subscriber email, also called Ealing News Extra, which features content from the website and related social media.

The email goes out to more than 15,000 email addresses. Each advert is sized 600 pixels wide and 100 pixels high. A top banner costs £200, a mid-email banner costs £100 and an advert at the bottom of the email costs £75 (plus VAT).



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 and 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 or visit ealingnewsextra.co.uk/advertising

Please note that booking confirmations are binding, and terms and conditions apply.