

IN

MAGAZINE

With a readership of around 100,000 and growing, your advert is sure to get the coverage it deserves.

Targeting those in their 20's, 30's and 40's, we have pick up points in key areas in both cities and a fantastic door-to-door distribution. As well as our client's adverts, here at IN magazine we take pride in our content and give our readers exactly what they want; you can find What's new, Reviews, What's On Guide and Interviews with local influences plus features on Health, Style, Travel, Beauty and much more.

DISTRIBUTION

We know that distribution is key when it comes to delivering an advertising client's return on investment. The more 'eyes' on an advert then the better response you should get. We have various ways of distributing IN Magazine to maximise our reach:

Door to door – using social and economic demographic data we have identified target residential areas within each city where we deliver our magazine through letterboxes.

Pick up points – we have worked with partners and local organisations to sit our free-standing dump bins or counter top bins where there is lots of footfall to pick up our publication.

These bins are stocked up every week throughout the publication period but research has shown that not only do people take a copy home, in places such as café's and bars copies are read multiple times as people return them to the bin when they've finished reading it.

Digital – you can now read and download our latest editions on our website www.thisisin.co.uk



IN NOTTINGHAM

25,000 COPIES DISTRIBUTED TO:

Door to door x 15,000 copies to homes and businesses in NG2 West Bridgford, Lady Bay, Gamston, Wilford, Compton Acres and Edwalton, plus NG1 in the city centre

Pick up points x 10,000 copies from Nottingham Arena, Nottingham Contemporary, Confetti (Antenna). Plus, over 30 other stockists in the City centre and surrounding suburbs including bars, restaurants, cafes and public buildings.



IN DERBY

20,000 COPIES DISTRIBUTED TO:

Door to door x 10,000 copies to homes and businesses in DE22 - California, New Zealand, Darly and Allestree and DE1 the city centre

Pick up points x 10,000 copies from Derby Bus Station, INTU Derby, Quad, Make Your Escape, Derby Theatre, Starbucks, Derby University Kedleston campus and 7 Derby University Halls of Residence. Plus, over 25 other stockists including bars, restaurants, cafes and public buildings.



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RATE CARD

With rates from only £40 a month, promoting your business through IN Magazine is an incredibly cost-effective way to reach your target audience. We have a simple rate card offering great discounts for ongoing commitments and multiple adverts in both Derby and Nottingham editions:

IN PRINT RATES	PER EDITION		BOTH EDITIONS NOTTINGHAM & DERBY	
	ONE - OFF	ONGOING	ONE - OFF	ONGOING
FULL A4 PAGE	£599	£300	£999	£550
HALF A4 PAGE	£349	£200	£599	£350
QUARTER A4 PAGE	£199	£125	£349	£250
8TH A4 PAGE	£129	£85	£219	£150
DIRECTORY PAGE	£50	£40	£89	£80

All rates are plus VAT and are payable on booking. Ongoing rates are charged when each edition is published. see our website for full T & C's.

DIGITAL

Since the launch of our website we've quickly grown our audience to over 5000 monthly users. Each user views, on average, over 3 pages per visit and spends 2½ minutes viewing and reading our site per visit. The site is updated daily with new content promoted by social media activity to point readers to the site home page.

All website advert spaces are for fixed residency, we don't complicate matters by rotating adverts or charge per impression:

THISISIN.CO.UK (PER MONTH)	DIGITAL ONLY PACKAGE	WITH PRINT PACKAGE
PAGE TOP BANNER	£99	£49
MID PAGE BANNER	£49	£29
SIDE COLUMN	£49	£29

All rates are plus VAT and are payable on booking.

LEAFLET INSERTS

Leaflets, brochures or menus can be delivered as inserts into any of our circulation areas. You can target areas by postcode sector, area name, house type or even individual streets. Each edition has a maximum of four inserts, so your leaflet won't get lost in piles of others.

Our home-based distributors are very reliable, but for our client's piece of mind all distributions are independently audited with householder signatures obtained as proof of delivery.

Rates start from only £20 per 1000 plus VAT with discounts available for large quantities and regular contracts. Additional charges may apply though, for heavy or large items. Leaflet stock can be collected and stored in our warehouse until the distribution dates.

PUBLICATION DATES

IN Magazine is published 10 times a year, so it's monthly but with a bumper Summer edition covering July & August and a Christmas edition for November & December.

Door to door distribution takes around two weeks from the publication date, pick up points are continually stocked throughout the publication period.

IN NOTTINGHAM

IN DERBY

OCTOBER 2017	CHRISTMAS 2017	OCTOBER 2017	CHRISTMAS 2017
Booking Deadline Friday 1st September	Booking Deadline Friday 6th October	Booking Deadline Friday 15th September	Booking Deadline Friday 20th October
Published Friday 15th September	Published Friday 20th October	Published Friday 29th September	Published Friday 3rd November

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