



On Our DOORSTEP

The local magazine residents love and keep



FINDING NEW & REPEAT CLIENTS FOR LOCAL BUSINESSES

MONTON • ELLESMERE PARK • CLAREMONT • SWINTON • WALKDEN
WORSLEY • BOOTHSTOWN • ELLENBROOK • MOSLEY COMMON • ASTLEY

MEDIA PACK 2023

DEC 22



WHY CHOOSE *On Our* DOORSTEP?

We know how frustrating it can be trying to get your business in front of your ideal customer *and* to a large number of them.

HOW WE CAN HELP...

We take your business directly to your target audience in the 20,000 copies we deliver to local homes each issue. We have been connecting with residents for 13 years. Readers trust our content, they want to see who is advertising and keep our magazines to read again and again.

THE RESULT...

Become the “Go-to” business in your field. Advertise regularly and consistently and be top of the residents’ minds when they are ready to buy!



**BUILD, MAINTAIN
AND GROW
A THRIVING
BUSINESS**

20k

MAGAZINES
DELIVERED

50k

RESIDENTS

10

COMMUNITIES

READ ONLINE 24/7 • 13K+ FOLLOWERS





ABOUT US

This year we celebrate 13 years of publishing On Our Doorstep. We are the longest running independent community magazine in Salford and proud to be a trusted source of local information.

Every issue includes local editorial, a What's On guide, puzzles, competitions and more - all designed to engage and connect us with our readers. It makes the magazines the perfect medium for local businesses to reach out to potential clients in this affluent and sought-after area.

We have promoted over 900 local businesses from small independents to large international brands like the Marriott. It's ideal for new start-ups to established businesses and together with Social Media Marketing and Leaflet Distribution, we offer multiple options to promote your services.

Our vision is to help our clients become the "go to" business in their field, gain new and repeat clients so they can build long term sustainable businesses that they deserve. We aim to bring the community closer together, encouraging residents to shop locally and support the local economy.

Our readers are your potential clients...

We serve an affluent community.

Over 65% of the population is aged over 30 and employed in office or professional occupations.

Over 80% are homeowners and approximately half of those are mortgage free.

Residents are cash rich but time poor. They like to enjoy their leisure time and to go out and also take great pride in their homes.

Many people move to this area with long term plans and to raise families, so will invest in their homes. Residences are predominantly houses and not apartments.

Why advertise in a local magazine?

“ It's a well respected local magazine, read by many, so reaches the local target market. The magazine stays with the local residents and is read/flicked through frequently, so the advertising is always in front of our target clients. ”

Des Dawes, Will & Probate Services Manchester

- People take more time to read a printed magazine and keep them for future use.
- Residents are invested in their community and are already interested in who you are and what you have to offer.
- They want to see your advert in the magazine.



WHAT *On Our* DOORSTEP CAN OFFER YOU

OUR MAGAZINES

- **Print Advertising:** Options to suit all budgets from eighth page adverts to double page spreads. Plus, PRIME spaces where you will get the best exposure. *(Every issue is published online and all adverts posted on social media.)*
- **Editorial Features:** Full or Half Page options which entice people to stop and read about you. Gain some great PR - showcase your services, be seen as the local expert...
- **Shop Local Guide Listing:** Ideal for local artisans and small businesses on a budget.
- **What's On Listings:** Promote classes and events in this indispensable feature. Published in the magazine and online.
- **Competitions:** Great PR and engagement! Run a competition offering your product or services as a prize. Also promoted across our Social Media channels.

MORE WAYS TO MARKET

- **Leaflet Distribution:** An effortless solution to getting your leaflets to potential customers. Hand delivered with our magazines, with GPS tracking.
- **Social Media Marketing:** Reinforce your advertising with a low cost add-on package, or run your own standalone campaign across our Facebook, Instagram and Twitter pages.

Show up more and increase interest in your business, drive people to your website and your own social media pages. Great too for promoting special offers and staff vacancies.
- **Printing:** Fast and reliable printing of your marketing materials, from leaflets to banners. Contact us for a quote.
- **Graphic Design:** We can design your advert, leaflets etc... and advise on best content and layout.

“Showing up regularly and consistently
is the most effective type of marketing”

- BUILD YOUR KNOW, LIKE & TRUST FACTOR
- STAY TOP OF MIND ■ BECOME THE “GO-TO” BUSINESS
- GAIN NEW & REPEAT CUSTOMERS

DISTRIBUTION

HAND DELIVERED DOOR TO DOOR

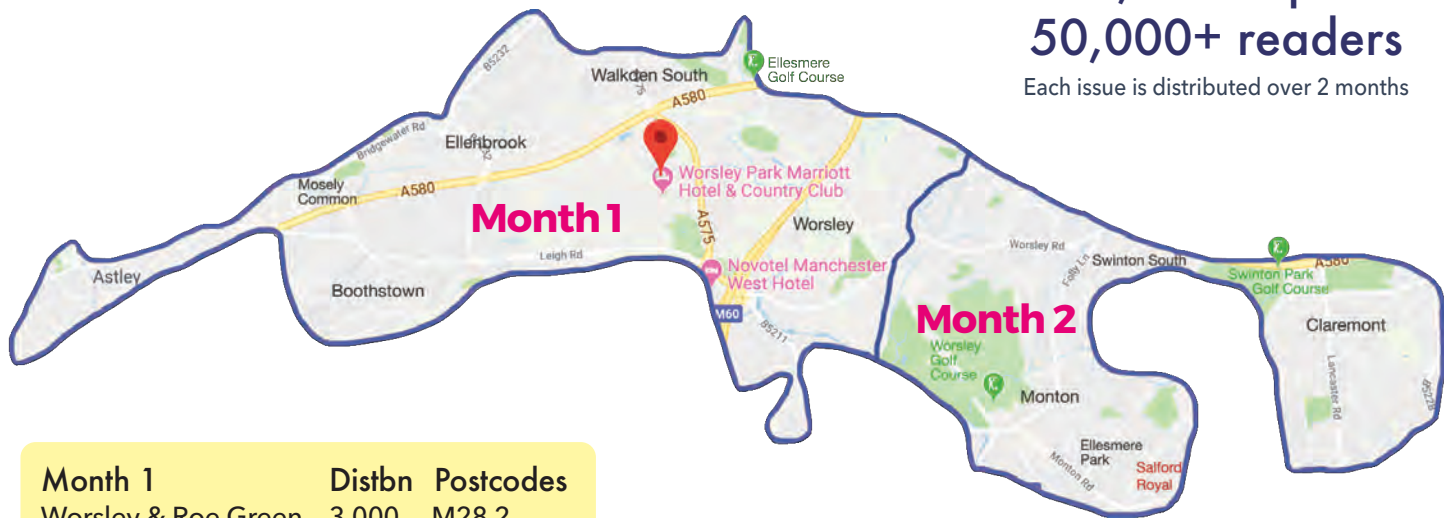
GPS Tracked Distribution

2 MONTHS

20,000 copies

50,000+ readers

Each issue is distributed over 2 months



Month 1	Distbn	Postcodes
Worsley & Roe Green	3,000	M28 2
Walkden South	1,800	M28 7
Ellenbrook	1,000	M28 7
Boothstown	3,000	M28 1
Mosley Common	400	M28 1
Astley South	800	M29 7
Total	10,000	

Month 2	Distbn	Postcodes
Worsley	2,000	M28 2 M27 0
Swinton Park	700	M27 0 M27 5
Monton	2,200	M30 9
Ellesmere Park	900	M30 9
Claremont	4,200	M6 7 M6 8
Total	10,000	

COPY DEADLINES & DISTRIBUTION DATES

ISSUE	COPY DEADLINE	DISTRIBUTED	
		W/C	W/C
Feb-Mar23	6 Jan 2023	30 Jan 23	27 Feb 23
Apr-May23	3 Mar 2023	27 Mar 23	1 May 23
Jun-Jul23	5 May 2023	29 May 23	26 Jun 23
Aug-Sep23	30 Jun 2023	31 Jul 23	28 Aug 23
Oct-Nov23	8 Sep 2023	2 Oct 23	30 Oct 23
Dec23-Jan24	3 Nov 2023	27 Nov 23	1 Jan 24





WHAT OUR CLIENTS SAY ABOUT *On Our* DOORSTEP

Salon Vert

It targets the right local market and is everyone's 'go-to' for local knowledge and finding established businesses.

STEF WILLIAMS, SALON VERT (advertising since 2010)



We advertise ongoing for our independent business in Walkden and receive a good response. The magazine carries great content for local users.

SID SETHI, SPECSCART (advertising since opening 2019)



Delighted with the response and the level of enquiries, many have become our clients. On Our Doorstep perfectly covers where 95% of our customers live.

KEVIN EDWARDS, CORE 30 FITNESS CENTRE



We are a very local centric business so getting our advert in front of as many local residents as possible is our best strategy.

MIKE TURNBULL, BRIDGEWATER FUNERAL (advertising since 2014)

LONG TERM ADVERTISING WORKS HOW DO WE KNOW?

70% OF OUR ADVERTS ARE REPEAT CLIENTS

50% HAVE ADVERTISED FOR 2-12 YEARS!

MAGAZINE ADVERTISING

ADVERT SIZES

<p>Trim size: 148mm x 70mm Bleed size: 154mm x 73mm</p> <p>FRONT COVER BANNER</p>	<p>OUTSIDE BACK COVER</p> <p>Trim size: 148mm x 210mm Bleed size: 154mm x 216mm</p>	<p>FULL PAGE</p> <p>130mm(w) x 190mm(h)</p>	<p>HALF PAGE</p> <p>130mm(w) x 92mm(h)</p> <p>QUARTER PAGE</p> <p>63mm(w) x 92mm(h)</p> <p>EIGHTH</p> <p>63mm(w) x 45mm(h)</p>
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ADVERTISING RATES

Minimum booking 1 issue = 2 months

ADVERT SIZES	1 ISSUE (2 months)	3 ISSUES (6 months)	6 ISSUES (12 months)	DESIGN
Full Page	£345pm £690 per issue	£310pm £620 per issue	£276pm £552 per issue	£35
Half Page	£215pm £430 per issue	£193pm £386 per issue	£172pm £344 per issue	£25
Quarter Page	£130pm £260 per issue	£117pm £234 per issue	£104pm £208 per issue	£20
Eighth Page	£80pm £160 per issue	£72pm £144 per issue	£64pm £128 per issue	£15
Shop Local Listing	£30pm £60 per issue (Image + short text)			<div>SAVE 5% MORE Pay 3-6 issue booking upfront</div>
What's On Listing	£30pm £60 per issue (Text only: 60 words)			
Online Business Directory Listing	£8pm or £80 annually (Image + text)			

Premium

Add on!

PREMIUM PAGES

FRONT COVER BANNER: £375pm (£750 per issue)

OUTSIDE BACK COVER: £525pm (£1,050 per issue)

INSIDE FRONT / BACK COVER: £425pm (£850 per issue)

PAGE 3 / PAGE 5: £395pm (£790 per issue)

CENTRE SPREAD: £680pm (£1,360 per issue)

DOUBLE PAGE SPREAD: £600pm (£1,200 per issue)

Save 10% if booking 3 issues or more (excl. Front Cover Banner)

SOCIAL MEDIA BOOST!

Increase your visibility by promoting your advert across our social media channels too!

Daily post for 1 week (7 posts)

£30 ONLY

(for magazine advertisers only)

Show up again - the more you are seen, the more you are remembered!

■ NO VAT CHARGED ■ ADVERTS MUST BE PAID BY THE COPY DEADLINE

MORE WAYS TO MARKET



SOCIAL MEDIA



REINFORCE your **LOCAL MARKETING**

SHOW UP IN MORE PLACES • REACH NEW PEOPLE

BUILD your **SOCIAL FOLLOWING & WEBSITE VISITS**

With 13,000+ followers on Social Media we can help you reach online customers in the community across Facebook, Twitter and Instagram. An online presence is a marketing “must”.

ADVERT BOOST	2 WEEKS Short & Sweet	1 MONTH Intense	3 MONTHS Regular Exposure
Add-on option for Magazine Advertisers	Standalone Package	Standalone Package	Standalone Package
7 posts Daily post for 1 week	14 posts 1 per day	28 posts 1 per day / 4 weeks	36 posts 3 per week / 12 weeks
Magazine Advert	Up to 2 different messages	Up to 2 different messages	Up to 3 messages Regular image changes
£30	£70	£135	£175
Show up again! Reinforce & Boost your Magazine Advert	Build Awareness Run Special Offers Launch New Business	Build Awareness & Followers New Products/Services	Increase Interest Build Followers & Website Visits



LEAFLET DISTRIBUTION

Grab attention with a well designed leaflet!

Hand delivered to your target audience with our magazines.

We deliver a minimum of 5,000 and maximum of 20,000 leaflets. Spaces are limited so book early.

Up to 10k leaflets: **£55 per 1,000**

Over 10k leaflets: **£50 per 1,000**

DESIGN & PRINT

- **ADVERT DESIGN:** Let us design a great advert for you!
- **GRAPHIC DESIGN SERVICE:** An affordable standalone service for marketing materials from Leaflets to Banners.
- **PRINT SERVICE:** For all your printing needs - great quality, fast turnaround and a professional service.
Email us for a quote at sales@onourdoorstep.co.uk



THE COMPLETE PACKAGE

SAVE 30% WITH OUR ANNUAL BUNDLES

Reach **MORE POTENTIAL CUSTOMERS** in 2023
with consistent **PRINT** and **DIGITAL MARKETING**

Starter

£130 pm

- ✓ Quarter Page Advert in Printed Magazines for 12 months
- ✓ Quarter Page Advert in Online Magazine with weblink for 12 months
- ✓ Half Page Editorial in 1 issue (2 months)
- ✓ 1 Social Media post per week
- ✓ Listing in Online Business Directory for 12 months
- ✓ Artwork & Design Support

Essential

£215 pm

- ✓ Half Page Advert in Printed Magazines for 12 months
- ✓ Half Page Advert in Online Magazine with weblink for 12 months
- ✓ Half Page Editorial in 1 issue (2 months)
- ✓ 2 Social Media posts per week
- ✓ Listing in online Business Directory for 12 months
- ✓ Artwork & Design Support

Ultimate

£345 pm

- ✓ Full Page Advert in Printed Magazines for 12 months
- ✓ Full Page Advert in Online Magazine with weblink for 12 months
- ✓ Upgrade to Premium Inside Back Cover in 1 issue (2 months)
- ✓ Full Page Editorial in 1 issue (2 months)
- ✓ 2 Social Media posts per week
- ✓ Premium Listing in Online Business Directory for 12 months
- ✓ Artwork & Design Support

BUILD, MAINTAIN & GROW A THRIVING BUSINESS

For more information, please get in touch:

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