

**SEnine** is more than a monthly, community magazine.

It is a voice for the community, supported by the community.

The content is topical, well-written, locally-focused and interesting, meaning that our loyal readers keep hold of their copy for longer or even pass it on to someone else to read.

- ★ **75% read 100% of the magazine<sup>1</sup>**
- ★ **44% of people give it to someone else to read when they have finished<sup>1</sup>**
- ★ **89% were able to name 2–6 advertisers<sup>1</sup>**
- ★ **86% said they had used an advertiser in the last 6 months<sup>1</sup>**

<sup>1</sup> Survey conducted in 2013

## VITAL STATISTICS

- ✦ **Current distribution: 11,500 copies around Eltham, New Eltham, Avery Hill and Mottingham**
- ✦ **Readership estimate of 30,000**
- ✦ **Usual print of 36 pages**
- ✦ **Content aims not to exceed 50% stories and news and 50% advertising.**
- ✦ **Delivered by a dedicated, local team with a 100% delivery rate**
- ✦ **High quality, full colour, glossy and printed on 115gsm paper**
- ✦ **Printed on paper from responsible sources**



**An advert, equivalent to an A4 flyer, will reach a guaranteed 11,500 households for under 5p each. That includes design, printing and distribution. No one does it cheaper than SENine Magazine.**

## IMPORTANT DATES

Edition	Advertising Deadline*	Distribution Date
Mar-17	Tuesday 14 February 2017	Saturday, 25 February 2017
Apr-17	Tuesday 14 March 2017	Saturday, 25 March 2017
May-17	Tuesday 18 April 2017	Saturday, 29 April 2017
Jun-17	Tuesday 16 May 2017	Friday, 26 May 2017
Jul-17	Tuesday 20 June 2017	Saturday, 1 July 2017
Aug-17	Tuesday 18 July 2017	Saturday, 29 July 2017
Sep-17	Tuesday 15 August 2017	Saturday, 26 August 2017
Oct-17	Tuesday 12 September 2017	Saturday, 23 September 2017
Nov-17	Tuesday 17 October 2017	Friday, 27 October 2017
Dec-17	Tuesday 14 November 2017	Saturday, 25 November 2017
Jan-18	Tuesday 12 December 2017	Saturday, 23 December 2017
Feb-18	Tuesday 16 January 2018	Saturday, 27 January 2018

\* Advertising Deadline for press-ready PDFs only

- ★ **Advertisers benefit from SENine's social media reach of up to 20,000 per post, 4,600 Facebook page likes and 1,600 Twitter followers**
- ★ **Bulk delivery to libraries at Eltham, New Eltham, Mottingham and Coldharbour**
- ★ **Delivered to many local businesses**
- ★ **SEnine has over 400 registered residents who monitor delivery and report issues**

Contact Marek on **020 8123 7493** or email [ads@senine.co.uk](mailto:ads@senine.co.uk)

# SEnine Advertising Rates & Sizes

Prices quoted are per month per advert

	Book One Advert	Book Four Adverts	Book Eight Adverts	Book Twelve Adverts
Full Page	£620	£588	£541	£495
Half page	£340	£320	£295	£270
Third page	£262	£249	£229	£210
Quarter page	£225	£214	£196	£180
Eighth page	£118	£112	£104	£95
Sixteenth page	£73	£69	£64	£58
Double page spread	£1100	£1045	£965	£880
Centre spread	£1320	£1254	£1155	£1050
Back cover page	£800	£760	£700	£640
Classified (appear rear pages)	£54	£50	£46	£42
Classified Paid in advance	N/A	£170 (£42.50 ea)	£312 (£39 ea)	£428 (£35.66 ea)

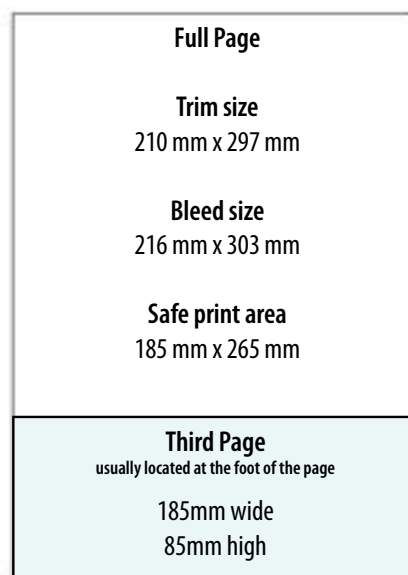
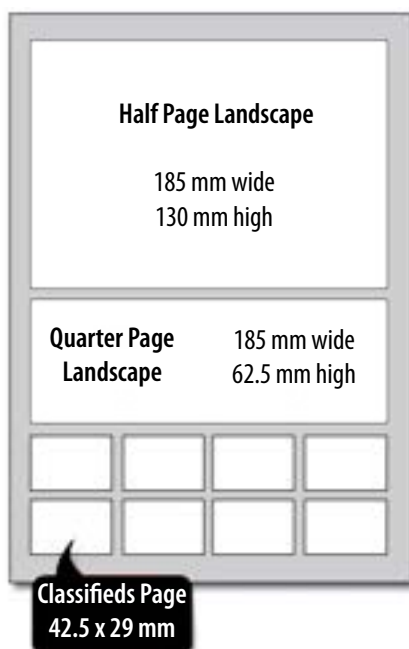
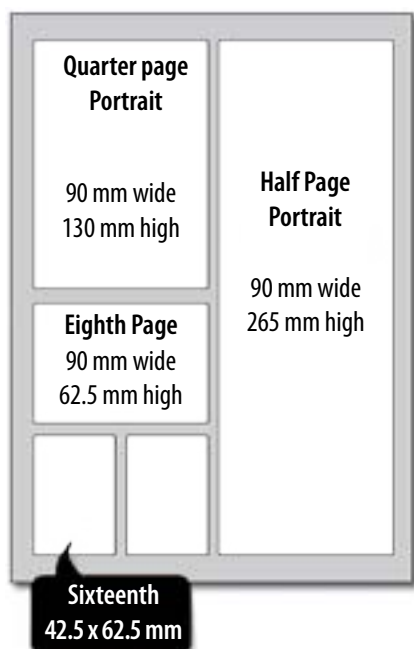
Not-for-Profit Rate

Prices subject to VAT where applicable. Prices subject to change without notice.

Agency discount less 10%. All discounts are based on a 30 day EOM account. For guaranteed position add 10%.

Unless otherwise agreed, first payment with booking, then 15 days from invoice, or by standing order each month.

## NEW ADVERT SIZES FOR PUBLICATIONS DATES FROM MARCH 2017



## ARTWORK FOR YOUR ADVERTS

Please provide press-ready PDFs of your advert – PDF/X-1a format – to the size specified above. If you have any questions, please call. We can design your advert for you for a small charge – advert design starts at £25 + VAT, dependent on size, complexity and content.

Contact Marek on 020 8123 7493 or email [ads@senine.co.uk](mailto:ads@senine.co.uk)

SEnine Magazine Address: PO Box 24290, Eltham, London SE9 6ZP

Registered Company: 10314440 VAT number: 254 1679 93