

ARCH PUBLICATIONS

reach your audience



BRINGING YOUR BUSINESS HOME IN 2024

We place your business directly in your customers' hands with our effective and affordable local magazine advertising, delivered to their doorsteps.



Your advertising platform
for homes and businesses
across Cheshire.

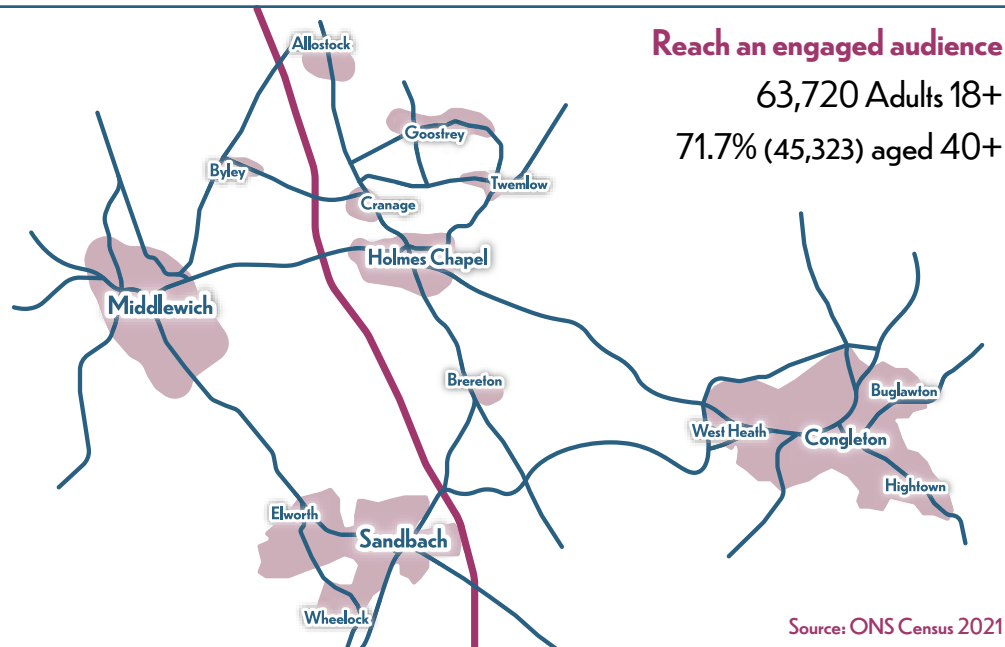
01477 518 252

www.archpublications.com

Media Pack & Key Facts - 2024

Be part of something bigger with Arch Publications

- ✓ 4 magazines – Total delivery of 33,500 copies each edition
- ✓ Desirable towns across Cheshire: Holmes Chapel, Congleton, Middlewich, Sandbach, Goostrey, Brereton, Allostock & Cranage
- ✓ 12 editions per year, each delivered FREE
- ✓ Flexible options and targeted advertising for all businesses
- ✓ Business Insight Podcast - tell the story behind your business
- ✓ Boost your message with targeted leaflet delivery alongside your advert
- ✓ Business Growth Packages with our design & website partner



Leverage our local magazines, we can amplify your reach and enhance your business marketing strategy.

Affordable rates for all budgets

Cost-effective advertising investment for you to keep your name out there.

Opt for targeted or broad distribution

Each edition ranges from 5,000 to 33,500 magazines.

Magazines are more likely to be kept and referenced

Our magazines bring you trusted local businesses, community news, features, reviews, competitions, and much more.

Strengthen your local brand image

Printed media penetrates the digital noise and fosters trust.

We're your local marketing experts

With our deep understanding of local communities, we maximise the impact of your advertisements.

Each magazine edition is also available online

Including links to your website and contact information.

Businesses appreciate our services

Many businesses have been advertising with us for over a decade, witnessing a significant return on investment.

Each magazine is delivered FREE by a reliable local delivery company

We work with The Leaflet Team from Congleton who know the areas well and are accountable for getting the magazines onto doormats.

We are dedicated to supporting the community

We offer a 50% discount to charities and community groups on advertising, in addition to complimentary editorials on local interest stories, individuals, and businesses.

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When launching our Middlewich and Knutsford developments, Arch Publications magazines became an essential part of our marketing strategy. Print media remains crucial for reaching our ideal customers. We trust Arch Publications because their magazines are not only reputable within their communities but also consistently delivered. Their platform ensures our messages are communicated clearly. Being featured in their magazines ensures we capture the attention of their readers, making our brand more memorable.

McCarthy Stone

Go Local Middlewich & The Villages Mag



KEY FACTS:
GO LOCAL MIDDLEWICH
 7,000 delivered each edition to Middlewich
 11,700 Adults 18+
 8,000 aged 40+

THE VILLAGES MAG
 5,000 delivered each edition to Holmes Chapel, Goostrey, Brereton and Cranage
 9,300 Adults 18+
 8,200 aged 40+

All prices are per title per edition, discounts available

¼ Page
 £58 +VAT
 64 x 94mm

½ Page
 £111 +VAT
 132 x 94mm

Full Page
 £185 +VAT
 132 x 192mm (Page insert)
 154 x 216mm (Full bleed)

Double Page
 £339 +VAT
 302 x 216mm (Full Bleed)

all artwork templates & tips available at:
archpublications.com/artwork

Interested in covers & premium positions?

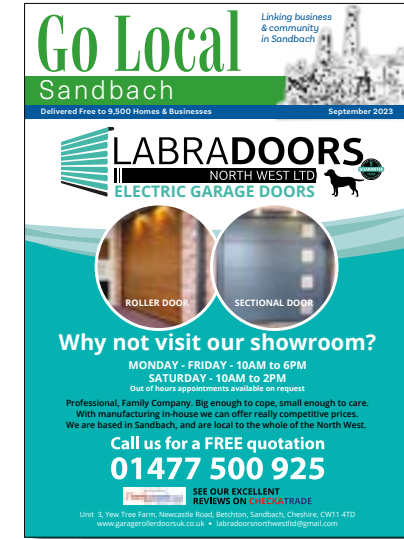
Availability, prices & details on request.

BOOK
3 Edition Months
 SAVE 10%

BOOK
6 Edition Months
 SAVE 15%

BOOK
12 Edition Months
 SAVE 20%

Beartown Voice & Go Local Sandbach



KEY FACTS:
BEARTOWN VOICE
 12,000 delivered each edition to Congleton
 24,000 Adults 18+
 17,000 aged 40+

GO LOCAL SANDBACH
 9,500 delivered each edition to Sandbach, Sandbach Heath, Elworth & Wheelock
 17,600 Adults 18+
 12,200 aged 40+

All prices are per title per edition, discounts available

¼ Page
 £74 +VAT
 64 x 94mm

½ Page
 £132 +VAT
 132 x 94mm

Full Page
 £222 +VAT
 132 x 192mm (Page insert)
 154 x 216mm (Full bleed)

Double Page
 £424 +VAT
 302 x 216mm (Full Bleed)

all artwork templates & tips available at:
archpublications.com/artwork

Interested in covers & premium positions?

Availability, prices & details on request.

NOT JUST PRINT
 All editions published online and on social media. We can even add QR codes to adverts to add a digital edge.

PODCAST
 Business insights that enrich interviews and amplifying your story to engage customers.

GROW YOUR BRAND DESIGN & WEBSITES
 Advert updating, brand redesign, websites, videos & social media posts

Advertising your business is an investment...

During the summer of 2022, we conducted a survey with our readers, who are, crucially, your prospective customers. The feedback we received indicates that advertising in our magazines is a valuable investment for your business.

Key Survey Findings

Regular Readership: A significant portion of our readers, 89%, engage with our magazines on a monthly basis.

Retention: A majority of readers, 77%, retain their copy of the magazine until the next edition is released.

Local Business Search: A substantial 76% of respondents use our magazines to discover local businesses.

Trusted Source: 75% of respondents view our magazines as a trusted source for finding local businesses, and 56% would consult our magazines before conducting an online search.

Business Engagement: Over the past six months, 68% of respondents have contacted an advertiser featured in our magazines, and 43% of the remaining respondents plan to contact an advertiser in the near future.

Online Traffic Boost: After seeing an advert in our magazines, 79% of respondents will search online (via Google and social media) for more information before making contact.

These findings highlight the significant impact that advertising in our magazines can have on your business, not only in terms of visibility but also in driving online traffic and generating leads

Arch Publications Readers Survey Results - June/July 2022

Guidance for Effective Advertising

Considering placing an ad in our magazines? It's crucial to optimise this component of your marketing strategy.



Define Your Audience

Identifying your customer is the first step. With this knowledge, you can tailor your artwork to resonate with them. Understanding your customer's demographics and needs is essential to accurately representing your business in our magazines.

Define Your Objective

While the ultimate goal is always to attract more customers and increase revenue, it's important to pinpoint exactly how advertising with us will contribute to that. Are you looking to boost brand awareness, promote a specific event, milestone, or service, or have a call to action? Knowing your specific objective will help you more accurately measure your responses.

Track Your Responses

It is crucial to determine if your advertisement is effective. Simply ask your customers the right questions. Many may have first noticed your business in the magazines, even if they ultimately visited your online platform. A helpful question to ask is, 'Did you come across my business in a local magazine?' Additionally, inquire about any specific elements of the ad that caught their attention. This will help you understand what messages resonate most with your audience.

Create a Diverse Marketing Strategy

In a saturated market, visibility is key. Customers are 152% more likely to contact you if they see your advertisement in print, and regular appearances can build trust in your brand. A strong social media presence and a high-quality website will reinforce your message and instil confidence in your business or service.

Our team are always on hand to help with helping you create engaging and effective advertising across all your channels, just ask us when booking.

Publication Calendar 2024

LEAFLET DELIVERY*

We offer targeted leaflet distribution alongside our magazine delivery from only

£49 +VAT per 1000

GO LOCAL MIDDLEWICH, THE VILLAGES MAG & GO LOCAL SANDBACH

**Booking &
Copy Deadline**

**Distribution
Starts from**

BEARTOWN VOICE

**Booking &
Copy Deadline**

**Distribution
Starts from**

Edition Month & Booking Deadlines

January	30/11/23	13/12/23	6/12/23	20/12/23
February	10/1/24	20/2/24	19/1/24	1/2/24
March	8/2/24	20/2/24	19/2/24	1/3/24
April	8/3/24	20/3/24	20/3/24	1/4/24
May	9/4/24	20/4/24	20/4/24	1/5/24
June	8/5/24	20/5/24	20/5/24	1/6/24
July	9/6/24	20/6/24	20/6/24	1/7/24
August	8/7/24	20/7/24	20/7/24	1/8/24
September	8/8/24	20/8/24	20/8/24	1/9/24
October	9/10/24	20/9/24	19/9/24	1/10/24
November	8/10/24	20/10/24	20/10/24	1/11/24
December	8/11/24	20/11/24	19/11/24	1/12/24

All information is correct at time of printing and is subject to change. *Advertising space must be booked alongside leaflet delivery.

Ready to book or want to find out more information...

Visit...

archpublications.com

Call...

01477 518 252

Email...

bookings@archpublications.com

