

KELSOLIFE

Information Pack

Why advertise in Kelso Life?

- Dozens of new people are moving into Kelso EVERY WEEK. In most cases these new residents are new to the area and have no local knowledge. They are looking for guidance and Kelso Life offers the perfect opportunity for businesses to get themselves in front of these new potential customers.
- **It works.** Kelso Life will be widely read and used by the residents of the area. Kelso Life works and has proven to generate business for its advertisers, most of whom have chosen to re-advertise month after month.
- **Price.** Kelso Life represents incredible value if your target market includes the residents of Kelso. For the price of 1 week's advertisement in the local newspapers, you can have a 3 month package in Kelso Life and be assured that every household in Kelso is going to receive it through their letterbox.
- **It is truly local.** We want businesses large and small that operate in or close to the Kelso area. There is strong evidence that truly local services are preferred by the majority of the UK population.
- **Longevity** – It will not be thrown away each week like a local newspaper. People keep it as a reference for the whole month and some have retained every copy of Kelso Life since its beginning in April 2007.
- **Quality.** Kelso Life has a very high standard of print and production – utilising 110gsm. All artwork is professionally finished to ensure that you look your best and that your company is proud to be featured and associated with a high quality publication.
- **Editorial opportunities.** Two advertisers each month can be featured in their own two page editorial spread. This will give them a depth of coverage that is normally only available at huge expense in other publications.

Distribution

- Kelso Life is published and distributed monthly, on or around the first weekend of the month. There are over **5400** magazines delivered monthly.
- The last census showed the population of Kelso to be over 6900. Kelso Life is delivered to every household and 'visible' business in Kelso. Distribution also includes Floors Castle and cafes, Hastings Property Shop, Sainsburys Kelso, Browns Newsagents, local cafes and a number of the outlying villages including Heiton, Ednam, Sunlaws Village, Smailholm, Sprouston, Stichill, Makerstoun, Hume, Birgham, Morebattle, Town Yetholm and Kirk Yetholm.
- In addition it will be available in all the Show Homes and Marketing Suites of all the builders in the area and I am looking to have it included in the 'Welcome Packs' by the builders when people move into their new home. In effect, it will be the first source of local information for anyone moving into the area.
- Circulation will grow each month as new homes become occupied.

Format & Design

- It is an A5 size booklet, stapled.
- Kelso Life is printed on 110gsm paper giving it a very high quality feel.
- It has 'longevity' and because of its size, content, look and feel it will be kept by the majority of households until the next issue arrives, thereby giving advertisers 'immediacy of access' when their services are required.
- Technical Specifications for advertisements are set out on a separate sheet.



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Rate Card

Price List

Rates are subject to VAT at the current rate

	1 Issue	3 issues Package*
Full page 128mm (wide) x 190mm (deep) 154mm (wide) x 216mm (deep) No margin A5 + 3mm bleed	£160	£408 (£136) (saving of 15%)
Half Page 128mm (wide) x 92mm (deep)	£90	£230 (£77) (saving of 15%)
Quarter Page 62mm (wide) x 92mm (deep)	£50	£128 (£43) (saving of 15%)
Centre Pages	£165.00 per page	N/A
Front Cover 148mm (wide) x 168mm (deep)	£250.00 full page (less Kelso Life header)	N/A
Back Cover	£196.00 full page	N/A
Inside Front & Back Cover	£180.00 full page	N/A

* Can be different copy for each month. The discount is for booking the space.

Loose inserts –

These can be delivered for you inside Kelso Life for just **£270**

Editorial Feature – a double page spread, including photographs and advertisement. A great way to let potential customers know all about your business or event. Fantastic value just - **£270**.

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Advertiser's Guide

Copy Deadline

- Copy deadlines can be found in the introduction of each issue of Kelso Life, deadline for the **October 2023** issue is **Tuesday 19th September.**
- It is advisable to book early to avoid disappointment. Call Richard for more information.

Payment

- Full payment for all ads would preferably be received by the copy deadline date. Invoices however will be issued after publication to be paid within 15 days.
- Payment can be made by:
 - Cheque, payable to **R S Publications Ltd**
 - Cash
 - BACS into bank account, details will be on invoice

Acceptable Formats

- A full page advert size is 190 mm deep x 128 mm wide. If the advert is 'bled' off it should be 216mm deep x 154mm wide (A5 plus 3mm bleed all round).
- Adverts can be submitted in the following formats (High Resolution):
 - MS Word
 - MS PowerPoint
 - MS Publisher
 - TIFF
 - JPEG
 - Adobe PDF(Press quality PDF (300DPI))
- Ad copy can be e-mailed to: ***richard@kelsolife.co.uk***
- If your ad is not available in an electronic format then we can produce it for you, from your own hard copy text.