



DIGITAL MAGAZINE ADVERTISING

Knarborough Now or Wetherby Now	3 month rate	6 month rate	12 month rate	ongoing 12 month +	Premium Position
Business card (1/8)	£16.00	£15.20	£14.40	£13.60	£3.00
Quarter page (1/4)	£27.00	£25.65	£24.30	£22.95	£4.00
Half page (1/2)	£48.00	£45.60	£43.20	£40.80	£5.00
Full page (1)	£85.00	£80.75	£76.50	£72.25	£6.00
Double/Centre Page Spread (2)	£145.00	£137.75	£130.50	£123.25	n/a
Front Cover Image	£27.00	£25.65	£24.30	£22.95	n/a
Front Cover Advert	£40.00	£38.00	£36.00	£34.00	n/a
Inside Cover Full Page (1)	£85.00	£80.75	£76.50	£72.25	n/a
Back Cover Advert	£99.00	£94.05	£89.10	£84.15	n/a
Sponsored Article (1/2)	£27.00	£25.65	£24.30	£22.95	£5.00
Sponsored Article (1)	£48.00	£45.60	£43.20	£40.80	£6.00

Premium position - right or left hand page/choice of page 4-28 excl centre pages

Cancellations are 2 months notice in writing

Readership PCM :

Digital magazine subscriptions 7,000+
 Hits to digital magazine via subscriptions, social media, website 28,000+

ALL Packages Include :

FREE social media advert on our social medial channels pcm
FREE Bronze business directory entry

Extra discount when advertising in both publications - different target audiences

BOTH Publications	3 month rate	6 month rate	12 month rate	ongoing 12 month +	Premium Position
Business card (1/8)	£32.00	£28.80	£27.20	£25.60	£4.50
Quarter page (1/4)	£54.00	£48.60	£45.90	£43.20	£6.00
Half page (1/2)	£96.00	£86.40	£81.60	£76.80	£7.50
Full page (1)	£170.00	£153.00	£144.50	£136.00	£9.00
Double/Centre Page Spread (2)	£290.00	£261.00	£246.50	£232.00	n/a
Front Cover Image	£54.00	£48.60	£45.90	£43.20	n/a
Front Cover Advert	£80.00	£72.00	£68.00	£64.00	n/a
Inside Cover Full Page (1)	£170.00	£153.00	£144.50	£136.00	n/a
Back Cover Advert	£198.00	£178.20	£168.30	£158.40	n/a
Sponsored Article (1/2) **	£54.00	£48.60	£45.90	£43.20	£7.50
Sponsored Article (1) **	£96.00	£86.40	£81.60	£76.80	£9.00

Total average monthly digital readership = approx 28,000

Knareborough Now & Wetherby Now



Publication Coverage – Jan 2023



Knareborough Now area

Wetherby Now area

7,000+* email subscribers every month

28,000+* hits to the digital magazines every month

Social media advertising every month with each package

28,000+* digital readership

* Average monthly figures

Advantages of our digital magazines over our competitor doorstep drop magazines

😊 **0% wastage**

Goes straight to your inbox !



😞 **85% wastage**

blanket coverage causes 70% to go straight in the recycle bin and 15% is skim read then recycled



😊 **65%** readability and entertainment in every magazine. Something on **every** double page spread to keep readers entertained so adverts are absorbed and the reader knows where to go back

😞 **0%** or very little readability

😊 Available at your fingertips **24/7** on your mobile!

😞 **15%** kept on a shelf for future reference and rarely looked at again before recycling day

😊 **NO** competing advertisings on the spread!

😞 Competing business adverts on the same spreads