

neon  
M A G A Z I N E

Media Pack

# neon

P U B L I C A T I O N S

151 Weedon Road  
St James  
Northampton NN5 5BS  
Tel: +44 (0) 7843 619551  
info@neonpublications.co.uk

## Editor

Janice Ogle  
janice@neonpublications.co.uk

## Features

Emily-Jane Clark  
emily-jane@neonpublications.co.uk

## Design

Mary Holmes  
studio@neonpublications.co.uk

## Accounts Manager

Chris Lambert  
chris@neonpublications.co.uk

## Contributor

Mike Hardley

Neon magazine is a regional icon devoted to Northamptonshire and surrounding counties, epitomising style and substance. Commenting in-depth on a wide variety of subjects, such as; fashion, beauty, grooming, culture, entertainment, property, interiors, celebrity interviews, motors, sport, travel, food & drink. No other publication offers more creative ideas, advice on trends and commentary on life in the county than neon.

Our experience is testament to our relevance and credibility to our core demographic in the region. Original editorial features combined with our chic presentation will ensure our unrivalled position in the market place as the regions No.1 free monthly magazine. We offer clients bespoke advertising solutions that grab our readers attention, encourage interaction and extend the advertisers opportunities via our online replica.

- ABC1 Readership

Reached by thorough distribution at many select venues in Northamptonshire and surrounding counties. These include spas and gyms, restaurants and bars plus the top hotels in the region, servicing the local market as well as visitors to the area.

- Accountability

High quality competitions in each issue allow the monitoring of readership and magazine pick up. A full list of distribution points is printed at the back of each magazine ensuring absolute transparency with the circulation.

## ESSENTIAL INFO

### Publication date:

The 15th of every month

### Booking deadline:

Last working day of the month preceding publication

### Copy deadline:

5th of the month of publication

Please note: December/January and July/August publications are combined

## KEY FACTS

Print run: 7,000

Readership: >30,000 per issue

Frequency: Monthly

Reader Profile: Men & women aged 20-50

Ad Ratio: 50% editorial / 50% advertising

## SUPPLYING ARTWORK

### Preferred method:

Adobe Acrobat PDF. High resolution CMYK 300dpi with all fonts embedded. PDFs can be emailed to [studio@neonpublications.co.uk](mailto:studio@neonpublications.co.uk)

### Applications accepted: (all Apple Macintosh)

Quark Xpress version 6.5. Saved for output with pictures and fonts used.

Photoshop version CS2. Supplied with fonts used.

Illustrator CS2 (all fonts should be converted to paths or embedded).

EPS's, TIF's and JPEG's are all accepted.

(If sending another format please check beforehand). All files will be flight checked, non conforming files will not be used.

### Other methods:

Supplying Discs

When supplying advertisements on disc please ensure ALL relevant information is included, Client name, Publication date and advert size.

Note: Full Page Trim adverts require a 3mm bleed.

## RATE CARD Price quoted per issue.

Special prices and introductory packages are available until January 2010.

Call Janice Ogle on 07843 619551.

Please note: December/January and July/August publications are combined.

DPS = Double Page Spread

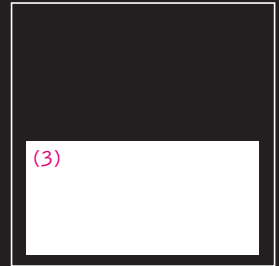
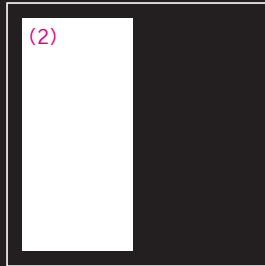
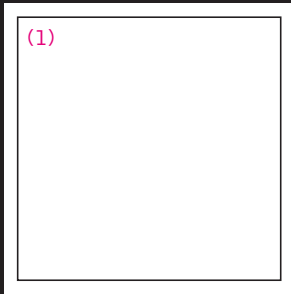
	1 issue Rate	3 issues -30%	6 issues -40%	10 issues -50%
Inside front DPS	£950	£665	£570	£475
Inside back DPS	£900	£630	£540	£450
Back page (1 page)	£800	£560	£480	£400
Inside front (1 page)	£750	£525	£450	£375
Inside back (1 page)	£700	£490	£420	£350
DPS	£850	£595	£510	£425
Full page	£550	£385	£330	£275
Half page	£300	£210	£180	£150
Qtr page	£170	£120	£100	£85

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## DISTRIBUTION

We deliver door to door in the following areas: Creaton, Hollowell, Brixworth, Holcot, Pitsford, Moulton, Sywell, Overstone, Boughton, Chapel Brampton, Church Brampton, Spratton, West Haddon, East Haddon, Holdenby, Whilton, Great Brington, Little Brington, Weedon, Flore, Nether Heyford, Blisworth, Bugbrooke, Towcester and Kissingbury.

Pick up venues include: Hotels, Health and Fitness, Hair & Beauty Salons, Coffee House/Bistros, Sandwich Delis, Wine Merchants, Delicatessens, Restaurants, Bars, Theatres, Retail Venues, Offices, Property, Car Dealerships



## SIZES

### FULL PAGE TRIM (1)

Document size: 225 x 225 mm  
(+3 mm bleed)

### HALF PAGE VERTICAL (2) & HORIZONTAL (3)

Document size: 100 x 205 mm

### QUARTER PAGE (4)

Document size: 100 x 100 mm

### NINTH PAGE (Trade Classifieds) (5)

Document size: 65 x 65 mm

### DOUBLE PAGE SPREAD

Document size: 450 x 225 mm  
(+3 mm bleed & 10 mm centre gutter. Please ensure no text runs across the gutter as it we can not be responsible for illegible text due to perfect binding).

