



# CRANLEIGH MAGAZINE

Magazine, Website  
and Social Media  
Rate Card

# 2023





### What is Cranleigh Magazine?

Cranleigh Magazine is a local community magazine and website for the people who live, work, and socialise in Cranleigh and the surrounding towns and villages. Our magazine and website brings you all the latest local news, information, and business contacts to residents. Cranleigh has always been a well-loved village with a lively, welcoming community and our magazine is designed to bring the people of this special part of Surrey together.

Along with the monthly issues of the Cranleigh Magazine, we also offer a professional leaflet design and distribution service. Distributing your leaflets with us offers your own cost effective space to advertise your business without distractions, whilst benefiting from the authority and trust of our magazine.

We deliver to the Cranleigh GU6, 7, and 8 areas. Including homes and businesses, plus, various local Cranleigh drop off points such as the Leisure Centre and the Library.

### Why Choose Us?

- You will be featured in the only local publication offering print, social and online advertising. Our combined advertising packages generate around 27,500 impressions per month for surrounding residents.
- Unlike other generic magazines, our content is created for and by the residents of Cranleigh. Our highly targeted readership, provides a strong level of engagement and a loyal following.
- We deliver through the letterboxes of **8,000** homes and businesses in Cranleigh, Ewhurst, Rudgwick, Alfold and surrounding areas.
- We provide effective advertising at superb value, that generates real results for local businesses.

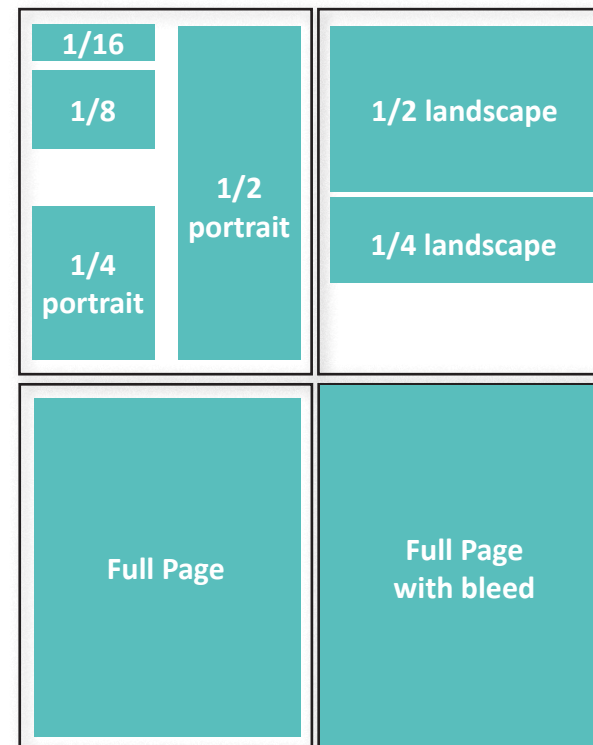
### Our Website and Social Media:

The Cranleigh Magazine website was designed with both our readers and advertisers in mind. We deliver a comprehensive directory of business contacts available in Cranleigh and the surrounding area and act as a thriving hub of information for the latest local news and updates, fantastic recipes in our food section, and upcoming events on our calendar. You can even share your opinions through our news submission page where you can tell us what you think we should feature in our next issue.

- Our social posts obtain over 8,000 views per month
- Each of our social media posts obtains an average of 800 views
- Our website and Online Adverts generate an average of 20,000 impressions on Google per month

Get in touch with us today on: **01483 275054** or email: [hello@cranleighmagazine.co.uk](mailto:hello@cranleighmagazine.co.uk)

**ADVERTISE ONLINE AT:** [www.cranleighmagazine.co.uk](http://www.cranleighmagazine.co.uk)  
**FIND US ON FACEBOOK:** @CranleighMagazine  
**FIND US ON TWITTER:** @cranleighmag



**Gold Package\***

Get a Full Page ad plus a Premium directory listing and Top Banner on our website!

**1 Month - £321 ~~£365~~**  
**12 Months - £278 ~~£451~~**

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**Silver Package**

Get a 1/2 Page ad plus a Premium directory listing!

**1 Month - £182 ~~£197~~**  
**12 Months - £152 ~~£315~~**

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**MOST POPULAR** **Bronze Package**

Get a 1/16 Page ad plus a Standard directory listing!

**1 Month - £44 ~~£49~~**  
**12 Months - £30 ~~£83~~**

Print Advertising Rates	1 Month	3 Months	1 Year
1/16 Page (73x25mm)	£40 <sub>p/m</sub>	£33 <sub>p/m</sub>	£27 <sub>p/m</sub>
1/8 Page (73x53mm)	£68 <sub>p/m</sub>	£56 <sub>p/m</sub>	£52 <sub>p/m</sub>
1/4 Page (73x109mm Portrait/150x53mm Landscape)	£114 <sub>p/m</sub>	£108 <sub>p/m</sub>	£97 <sub>p/m</sub>
1/2 Page (73x220mm Portrait/150x109mm Landscape)	£172 <sub>p/m</sub>	£159 <sub>p/m</sub>	£144 <sub>p/m</sub>
Full Page (150x220mm)	£261 <sub>p/m</sub>	£245 <sub>p/m</sub>	£220 <sub>p/m</sub>

Premium Print Advertising Rates	1 Month	3 Months	1 Year
Full Page inside first 4 pages	£369 <sub>p/m</sub>	£336 <sub>p/m</sub>	£300 <sub>p/m</sub>
Full Page back cover	£387 <sub>p/m</sub>	£357 <sub>p/m</sub>	£329 <sub>p/m</sub>
Double Page (Premium Placement)	£749 <sub>p/m</sub>	£712 <sub>p/m</sub>	£680 <sub>p/m</sub>

\*Disclaimer - The "gold package" does not include premium print advertisements or the full page bleed option but these can be added for an additional cost



Online Advertising Rates	1 Month	3 Months	1 Year
<b>Standard Website Directory</b> <i>A regular listing in our directory with you business name and contact details. Listing will be placed in alphabetical order</i>	£9 <sub>p/m</sub>	£20 <sub>p/m</sub>	£56 <sub>p/m</sub>
<b>Premium Website Directory</b> <i>A promoted listing in our directory. Your listing will appear at the top of the page and can include pictures as well as contact details.</i>	£25 <sub>p/m</sub>	£50 <sub>p/m</sub>	£171 <sub>p/m</sub>
<b>Standard Social Media Post</b> <i>A single standard post on our social media profiles. Date and time of your choosing.</i>	£50 <sub>p/m</sub>	-	-
<b>Boosted Social Media Post</b> <i>A single boosted post on our social media profiles. A boosted post can reach up to 5000 people a week.</i>	£150 <sub>p/m</sub>	-	-
<b>Website Top Banner</b> <i>The top banner on our website. Can be animated to change between different pictures. (728x90 pixels)</i>	£79 <sub>p/m</sub>	£69 <sub>p/m</sub>	£60 <sub>p/m</sub>
<b>Website Side Banner</b> <i>The side banner on our website. Can be animated to change between different pictures. (336x280 pixels)</i>	£68 <sub>p/m</sub>	£61 <sub>p/m</sub>	£55 <sub>p/m</sub>
<b>Website Bottom Banner</b> <i>The bottom banner on our website. Can be animated to change between different pictures (728x90 pixels)</i>	£57 <sub>p/m</sub>	£50 <sub>p/m</sub>	£44 <sub>p/m</sub>

Package Deals	1 Month	Full Price	1 Year	Full Price
1/16 Page Magazine Advert + Standard Website Directory	£44 <sub>p/m</sub>	£49 <sub>p/m</sub>	£30 <sub>p/m</sub>	£83 <sub>p/m</sub>
1/8 Page Magazine Advert + Standard Website Directory	£72 <sub>p/m</sub>	£77 <sub>p/m</sub>	£58 <sub>p/m</sub>	£108 <sub>p/m</sub>
1/4 Page Magazine Advert + Premium Website Directory	£124 <sub>p/m</sub>	£139 <sub>p/m</sub>	£99 <sub>p/m</sub>	£268 <sub>p/m</sub>
1/2 Page Magazine Advert + Premium Website Directory	£182 <sub>p/m</sub>	£197 <sub>p/m</sub>	£152 <sub>p/m</sub>	£315 <sub>p/m</sub>
Full Page Magazine Advert + Premium Website Directory + Website Top Banner	£321 <sub>p/m</sub>	£365 <sub>p/m</sub>	£278 <sub>p/m</sub>	£451 <sub>p/m</sub>
Full Page Magazine Advert + Boosted Social Media Post	£381 <sub>p/m</sub>	£411 <sub>p/m</sub>	N/A	N/A

Leaflet Distribution Prices	1000	3000	7500
<b>DELIVERY ONLY*</b> <i>Leaflets will be delivered along with our magazine at the end of the month.</i>	£60	£150	£400

**\*This option is for delivery only.**

We do offer design and printing at additional costs.

Email [hello@cranleighmagazine.co.uk](mailto:hello@cranleighmagazine.co.uk) to get a quote.

Supplying Artwork to Cranleigh Magazine	
<b>Files</b>	We can accept a wide variety of file formats, as you'll see from the list below! Generally speaking, however, we prefer PDF and JPEG format
<b>Resolution</b>	Resolution - In order to get a decent print reproduction, we require files to be saved at 300ppi (pixels per inch). Files any lower than this will print artwork that looks pixelated.
<b>Saving/Sizing</b>	Please always save your artwork at the size it is to be printed. If you send us artwork that is saved at a small size, and you want it printed big, then things are going to go horribly wrong! We can scale artwork down from larger sizes to small, but it is not possible to scale it up without losing the crisp, sharp quality of good resolution.
<b>Colour</b>	If possible, we ask that you save your artwork in CMYK format, as these are the colours used to print your artwork. We are able to convert artwork to CMYK, but please bear in mind that this will change the colours within the artwork, and so it may not print quite as you'd expect it to. By creating the artwork in CMYK format when designing it, you'll be able to get a much better idea of how the final printed image will look.
<b>Bleed</b>	Bleed refers to the little bit of extra that goes on all the edges of your printed artwork. We print it, and then we chop off the bleed. What this ensures is that your printed work does not have an ugly white edge, and instead has a clean, seamless break. As a rule of thumb, we ask for a 3mm bleed on all edges. For example, if you submit an A6 flyer, with the dimensions 111mm x 154mm, after it is printed and trimmed, it will be returned to you at the standard A6 size of 105mm x 148mm.
<b>File Formats</b>	Press Ready PDF, with fonts embedded, High resolution 300dpi <ul style="list-style-type: none"> <li>• Illustrator, Fonts converted to outlines, supplied as AI or EPS files Alternatively, output 'Press Ready' PDF from Illustrator</li> <li>• Photoshop, Layers flattened, At least 300dpi, JPEG, PDF or TIFF format, Remember to include 3mm bleed, PSD files can be submitted – please advise if your artwork contains layers</li> <li>• InDesign, Fonts converted to outlines, save as 'Package' and zip the fonts, images and InDesign file to one zip folder. Alternatively, output 'Press Ready' PDF from InDesign</li> <li>• Raster or Pixel Based Program (e.g. Paint, Gimp or Photoshop), Export as TIFF, JPEG or PNG file. Ensure the original artwork is 'Press Ready' at 300dpi and includes a 3mm bleed.</li> <li>• Other Formats. If you wish to submit artwork created using a program not listed above, we will try to accommodate you, but please contact us first to discuss this.</li> </ul>
<b>Supplying PDF Artwork</b>	Supplying PDF Artwork - We prefer all artwork to be supplied as high-resolution PDF with fonts embedded or converted to outlines. PDFs are the standard file format for transmitting files for print.
<b>Correct Preparation of PDF Artwork</b>	When creating a PDF in Acrobat Distiller, there are 'job options' that must be set for commercial printing. These include: Default Resolution, Compression Settings, Font Embedding. Where possible, ensure a 300dpi PDFx1a 'Print' or 'Press Ready' PDF is outputted. Please also include a 3mm bleed, crop marks and supply as single pages.



<b>CYMK not RGB!</b>	Please ensure that all embedded images are CMYK (Cyan, Magenta, Yellow and Black) files. Please note that files converted from RGB to CMYK may significantly alter the colour composition when printed.
<b>Supplying EPS Files</b>	Any file formats not listed above must be saved as EPS or JPEG files. If there are any changes to the job, you may have to amend and resubmit the artwork, as we might not be able to change it. Ensure that your files have bleed and crop marks, and please confirm the final size of the artwork, supply a hard copy too.
<b>Bleed and Crop Marks</b>	All artwork must have a 3mm bleed if you require the image to bleed off the edge of the paper. Crop marks should be included if your artwork does not fill a whole page area. They should be 5mm long, 3mm outside of the page area and coloured in the colour 'registration' to ensure they appear on each colour separation. Please ensure that all artwork is supplied at the correct finished size required. If not, please inform us at the earliest opportunity to allow time for amending the artwork
<b>Artwork Amendments and Re-submission</b>	Our prices include pre-checking your artwork and submitting a PDF proof for your approval. We will correct any easy-to-rectify issues that we spot as part of this process, free of charge. However, if we need to amend your artwork, or if you need to resubmit corrected files to us, this is charged at a further £25.00 each time, which includes an additional PDF proof. More extensive amending or correcting is charged dependent upon the amount of time required to rectify.
<b>Fonts</b>	Include all fonts you have used in the file. Whilst we have an extensive font collection, there is no guarantee that the version you use matches ours. We assume all your fonts are licensed and take no responsibility for embedded fonts.
<b>Lineart and Images</b>	Scanned colour and greyscale images should be 300dpi at the final size in the document submitted for output. Screen tints may range from 99% down to 1%. From a practical printing perspective, anything above 90% or below 5% will generally not be visible to the naked eye.
<b>Sending Artwork by E-mail</b>	Please address your email to <a href="mailto:hello@cranleighmagazine.co.uk">hello@cranleighmagazine.co.uk</a> , including any relevant information regarding the job. Files larger than 15mb should be sent on disk, or by using a file sharing site. We recommend WeTransfer.

### Supplying Artwork for Online and Social Media

<b>Files</b>	To gain the best possible results, we would prefer JPEG format. If you have already made an Advert for our Website and it is animated, please send as a GIF format. Social Media Ads use JPEG formats.
<b>Resolution</b>	Resolution - In order to get a decent production, we require files to be saved at 300ppi (pixels per inch). Files any lower than this will make the Advert look fuzzy or pixelated.
<b>Saving/Sizing</b>	Please always save your files at their original size. If you send us artwork that is saved at a small size, and you want it bigger, it will cause issues with quality! We can scale artwork down from larger sizes to small, but it is not possible to scale it up without losing the crisp, sharp quality of good resolution.
<b>Colour</b>	If possible, we ask that you save your artwork in RGB format, as these colours are used for your Digital Adverts. Most images are Automatically defaulted to RGB, but by making sure they are will give you an accurate idea as to how your images will look in the Final Design.
<b>File Formats</b>	Online Adverts: Photoshop, if JPEG, Layers flattened, At least 300dpi. If GIF, don't flatten file, this keeps it's animations, also at least 300dpi. PSD files can be submitted – please advise us if your artwork contains layers. If you use another program other than Photoshop, please contact us first to discuss this. Social Media Adverts: Please send image as JPEG format, as other file types wouldn't work on Social sites. 300dpi is recommended.
<b>RGB!</b>	Please ensure that all images are RGB (Red, Green and Blue) files. RGB should already be the default but please make sure.
<b>Artwork Amendments and Resubmission</b>	Our prices include pre-checking your artwork and submitting a JPEG or GIF proof for your approval. We will correct any easy-to-rectify issues that we spot as part of this process, free of charge. However, if we need to amend your artwork, or if you need to resubmit corrected files to us, this is charged at a further £15.00 each time, which includes an additional JPEG or GIF proof. More extensive amending or correcting is charged dependent upon the amount of time required to rectify.

<b>Fonts &amp; Text</b>	Include any and all fonts you have used in the file. Whilst we have an extensive font collection, there is no guarantee that the version you have used matches ours. This can create problems with the length and spacing of type. We assume all fonts supplied are licensed and take no responsibility for embedded fonts. Regarding Social Media Adverts, if you have a description for your business that you would like to use, please keep it within 156 characters.
<b>Images</b>	Scanned colour and greyscale images should be 300dpi at the final size in the document submitted for output. The Maximum amount of images possible with Online Adverts are 5, as anymore will be too large and will not allow the Advert to be placed on the site. For Social Media Adverts, we use 1 image for the post. For the best results, the recommended image format are Landscape.
<b>Sending Artwork by E-mail</b>	Please address your email to <a href="mailto:hello@cranleighmagazine.co.uk">hello@cranleighmagazine.co.uk</a> , including any relevant information regarding the job. Files larger than 15mb should be sent on disk, or by using a file sharing site.

