

Advertising Tips

Your advertisements need to give our readers a reason to be interested in your business. We believe ads that work best are clear, succinct, informative, and inviting.

Due to our rules on editorial your ad will always be near excellent and local editorial content. However it still has just a split second to attract attention and quickly explain why your product or service has benefit to the reader.

The following are the tried and tested basic rules on producing an eye-catching ad and will be the information we ask you to consider and provide when you ask us to make up an ad on your behalf.

Your headline

In nearly all cases, the headline is the single most important element of a print ad.

Be clear and concise in your headlines and avoid the temptation to become so "creative" that your meaning is lost or obscured. Where the headline is placed is as important as what the headline says.

Make sure that the headline dominates the ad so it can be quickly understood. Do not lose it in a muddle of type fonts, graphics, and other elements.

A subhead

A subhead can impart useful secondary information. The headline must grab readers, but the subhead can further explain what you offer.

Not all ads require a subhead, but this element, generally set in smaller type, is an option available to give the reader more information without cluttering up your ad.

Choose the body copy

The body copy, also known as the sell copy, is where you can explain your product or service in more detail.

But, like everything else in a good print ad, you need to keep the body copy brief and possibly do not

“Since featuring my company in yourChesham, we have been inundated with people contacting us about work. The response has been fantastic. I definitely recommend yourChesham.”

Dean Sheehy – Aqua Window Cleaning & Gutters

OVER 11,000 delivered every issue

ALL you pay for is the space

FREE advert production

NO fee to make changes

NO hard sell

try to do too much within a single ad. It's far better to lead readers to a phone number or a web link than to risk cluttering an ad and getting nothing across. Less is nearly always more.

Consider your graphics

The word graphics is a general term for the layout, design, pictures and colour used within the ad.

These should attract the readers' eyes and interest them enough to read your body copy. The graphic element will usually complement the product or service you provide and create the overall impression of the advertiser.

Repeat advertising

There have been many studies relating to how many times a person has to see an ad to remember it.

The oldest known study took place way back in 1885 when the 'Ebbinghaus Retention Curve' detailed how frequent advertising increased the level of success. Much more recently the Federation of Small Business wrote;

"When designing and placing ads, many small business owners search for the magic bullet: an ad that is so compelling, customers will immediately make contact.

The reality is, however, that advertising is a process, not a one-time event. Advertising research has shown that a consumer usually needs to see an ad five to seven times before responding. This is what the ad industry calls the rule of seven.

The fact is repeat ads do more than just double advertising recall rates, they increase the odds that readers will see at least one ad."

Our own experience back up these studies

Whilst both yourChesham and yourAmersham are fortunate enough to boast advertisers that have achieved instant success from placing ads, it's a fact that our most successful advertisers are the ones who regularly promote themselves within our magazines.

The public do prefer familiarity and are more likely to respond to advertisers they have seen promote themselves before.

Check out our rates to see the discount available for long-term advertising.



yourMagazines

Prior to launching our publication business in 2009, our research suggested that free publications coming through residents' letter boxes were generally confined immediately to the recycling bin.

We were informed they lacked content of interest, so we ensure we always have a high proportion of relevant local content for residents to read and enjoy.

We chose our delivery area carefully to ensure we reached a high percentage of the community, delivering to far more properties than our competitors.

Just three years after we launched yourChesham, we were delighted and proud to win the Business of the Year award at the 2013 Chesham Town Council and Mayoral Award ceremony, with the Mayor proclaiming our publication made a "fantastic contribution to the town".

Success breeds success

The success of yourChesham led us to launch yourAmersham, and with the same ideals, the magazine has been met with much enthusiasm.

As well as being packed with local news, both magazines have interesting contributions from a large number of clubs in the area including sports and drama clubs, pages dedicated to local music, incorporating interviews with local artists or those in the music industry along with a regular gig guide.

Schools contribute with news and features from the school or focusing on their students.

The police keep residents updated with all that is going on in the area.

“yourChesham always bring me the most response compared to other local media. I wouldn't use anything else at key promotional times.”

Liz Thorpe – Slimming World

“I got more response from the advert in yourChesham than I did from any of the leaflets I gave out and delivered.”

Derek – Fit4less

The magazines have useful contributions from health specialists.

The local MP as well as the local council and councillors have dedicated space within the magazines to keep residents informed of all that is going on in the area in which they live.

And of course, we offer the perfect vehicle for local businesses to advertise, offering some fantastic promotional packages at very competitive prices.

Reaching your target audience

We reach out to all of those that live in the community not just selected areas, offering our advertisers the opportunity to reach their specific target audience.

With a long history of publishing and marketing, we understand that different businesses have different targeting needs and each business has its own audience it wishes to reach with its message.

With interesting and varied reading material from cover to cover each issue, both magazines are well read, offering businesses advertising within both yourChesham and yourAmersham a greater opportunity of having their promotional message seen.

We deliver

yourChesham and yourAmersham magazines have a combined delivery of over 21,000 homes and businesses locally and, when we say we deliver to over 21,000, WE DO!

Vibrant local businesses are essential to the local economy and we strongly believe in helping to keep trade local. We offer a friendly, efficient service with no hard selling ... we don't need to.

yourChesham

www.yourchesham.co.uk

follow us @yourchesham

yourAmersham

www.youramersham.co.uk

follow us @youramersham

KEEP TRADE LOCAL



Incorporating LAYAR, a free application downloaded from the usual App Stores. Device users will be able to reveal floating buttons providing instant direct links to websites, phone numbers, e-mail addresses and/or social media and even videos, photographs and 3D graphics just by scanning it.

**To advertise
t: 07791 338868**

**e: jed@yourchesham.co.uk
e: jed@youramersham.co.uk**

Delivering yourMessage

yourChesham and yourAmersham, produced by local people, for local people, DELIVERED by local people.

Both magazines are hand delivered each month, with our

“We found advertising in yourChesham very good.”

Chiltern Ridge

delivery team ensuring that all of the magazines go through all the letterboxes we say they do.

On every round we have identified individuals that tell us if they have not received a copy, allowing us to instantly rectify any problems.

People outside of our delivery area can also pick up the magazines in various outlets and public places, including

“For local business you can't beat yourChesham.”

Swift Displays

conference centres, pubs, leisure centres, council offices, libraries and football and rugby clubs among others.

We understand the importance of getting your message out there...when we say we deliver, WE DO!

yourAdvert

You want to promote your business and we are here to help.

We do not have a 'sales team' manning phones and cold calling... our advertisers come to us. When something works, word spreads and we are here to help spread word of your business.

Targeting your customers

We trust our dedicated delivery team to ensure that yourChesham and yourAmersham are delivered promptly every issue.

We help you deliver your message by targeting the local readership, delivering over 11,000 yourChesham magazines and over 10,000 yourAmersham magazines each month.

Evidence suggests that many people prefer to use local businesses and we want to help you reach those potential customers.

FREE advert production

With many years experience, we can produce your advert for you, and all as part of the cost of advertising with us.

If you do not have artwork for your advert, we will happily produce it for you, simply tell us your requirements and our professional production team will supply the artwork for use in our magazines.

We offer a fast, efficient and friendly service and as long as your advert, or the material for your advert, is with us by our published deadline, we can ensure it will appear in the magazine ready for delivery a week later.

How's that for service?

Be part of the community

As community magazines, both yourChesham and yourAmersham are far more than just advertising vehicles.

We dedicate a minimum of 50 per-cent space to editorial news and features every issue.

Our readers know they will find something of interest on every page... our advertisers know the magazine will be read.

Be part of the future

By incorporating LAYAR, a free downloadable app for selected mobile devices, prospective clients will be able to contact you directly from them via your advert within our pages.

Give us a call to discuss the various ways this new technology can help your business.

This is a fantastic opportunity for advertisers to obtain more from their ads by incorporating LAYAR.

What's more some options are available entirely free of charge.



“To all at yourChesham, keep up the good work. Definitely the best magazine around.”

Satisfied customer

yourChesham

www.yourchesham.co.uk

follow us @yourchesham

To advertise
t: 07791 338868
e: jed@yourchesham.co.uk

KEEP TRADE LOCAL



* Bringing your ad 'to life' with LAYAR

yourChesham

Advertising Rate Card and Specifications

Delivered to all HP5 postcode areas including: Chesham, Chartridge, Latimer, Botley, Ley Hill, Lye Green, Whelpley Hill, Hawridge, Bellington and Asheridge.
PLUS: The Lee, Ballinger and South Heath (HP16)

TOTAL RESIDENTIAL AND BUSINESS CIRCULATION EXCEEDS 11,000

	Full Page Colour	Half Page Colour	1/4th Page Colour	1/8th Page Colour	1/4th Page Mono	1/8th Page Mono
FULL PRICE	£218	£138	£85	£44	£80	£43
3 CONSECUTIVE ISSUES	£207	£132	£81	£42	£76	£40
ANY 6 ISSUES OUT OF 12	£201	£128	£79	£41	£74	£39
6 CONSECUTIVE ISSUES	£196	£124	£76	£40	£71	£38
12 CONSECUTIVE ISSUES	£175	£111	£68	£35	£63	£33
FULL PAGES, SPREADS & COVERS	4 PAGE CENTRE SPREAD £499		2 PAGE CENTRE SPREAD £349		INSIDE COVER FP ONLY £249	BACK COVER FP ONLY £295

Advertisers will qualify for an additional discount from the published rates when they place an advert in our associated magazine yourAmersham during the same month.

Both Full Page adverts will be reduced by £9; Half Page adverts by £6; Quarter Page adverts by £4 and Eighth Page adverts by £2.

* BRING YOUR ADVERT TO LIFE WITH yourChesham AND LAYAR

Your advert can be interactive to people using portable devices such as iPhones, Android phones, iPads and most tablets, allowing them to connect with the printed material in the magazine. With the LAYAR application downloaded free from the usual App Stores, device users will be able to reveal floating buttons 'providing instant direct links to websites, phone numbers, e-mail addresses and/or social media, videos, photographs and 3D graphics just by scanning it with LAYAR. The above prices include 2 basic LAYAR links

ADVERT DIMENSIONS

FULL PAGE BLEED	154mm wide x 216mm deep
HALF PAGE	128mm wide x 92mm deep
HALF PAGE VERTICAL	62mm wide x 186mm deep
QUARTER PAGE	62mm wide x 92mm deep
QUARTER PAGE HORIZONTAL	128mm wide x 44mm deep
EIGHTH PAGE	62mm wide x 44mm deep

Your advertisement must be forwarded as: PDF, Word, GIF or JPEG format to: ads@yourchesham.co.uk prior to the monthly deadline to the dimensions required. Minimum resolution of 300dpi

Contact Jed Elverson on: 07791 338868 or e-mail directly to: jed@yourchesham.co.uk