

# RUTLAND PRIDE

Read by the Wealthiest People in Rutland



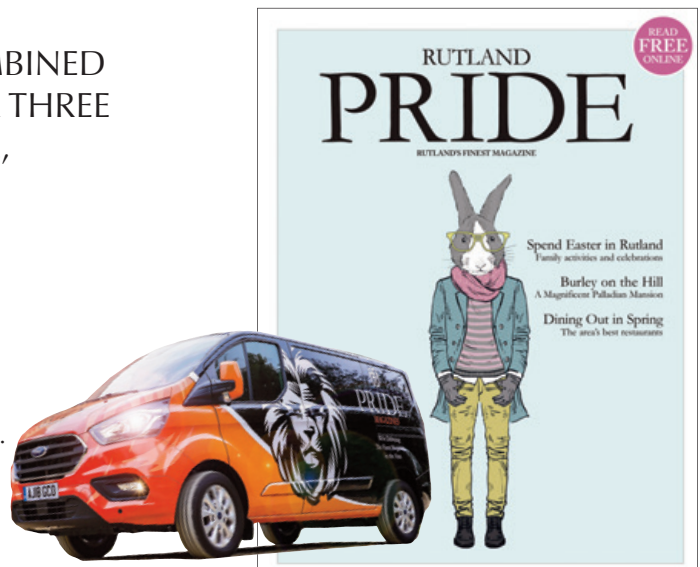
WELCOME TO RUTLAND PRIDE.  
WE HAVE OVER 150 YEARS OF COMBINED  
MARKETING EXPERIENCE AND OUR THREE  
MAGAZINES COVER LINCOLNSHIRE,  
RUTLAND, AND STAMFORD...

Distributed each month by Royal Mail to the  
**top three council tax** banded properties -  
predominantly worth over £300,000.

Therefore guaranteeing an **affluent readership**.

Sold in **supermarkets and newsagents** across the area.

**Hand-delivered to selected businesses** like hotels,  
golf clubs and executive motor dealerships.





RUTLAND'S FINEST MAGAZINE



## ABOUT US

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**We have over 150 years of combined marketing experience**  
**We produce the highest quality county magazine in Rutland**  
**Our unique distribution targets an affluent local audience**  
**Our marketing campaigns work alongside quality editorial content**

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Welcome to Pride Magazines. Over the course of 35 years, we have become experts in marketing. Our flagship county magazines cover Lincolnshire, Rutland & Stamford.

We use creative photography, engaging written copy and modern page designs to create the highest quality magazines in the area.

Each month our editorial team carefully maintains an important balance between ensuring a blend of reader interest stories and advertising features within the magazine.

12 month advertisers benefit from editorial coverage within the magazine, and with the vast majority of our advertisers continually re-booking, our success is well-proven.

Making sure the content and the design of our publications are excellent remains a matter of 'Pride,' but we also strive to ensure your campaign is commercially successful too.

This ensures the best return on your marketing investment and a working relationship that will continue year after year.

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**For more information on marketing your business in Rutland Pride call our friendly sales team on 01529 469977 or email [sales@pridemagazines.co.uk](mailto:sales@pridemagazines.co.uk).**

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RUTLAND  
**PRIDE**  
RUTLAND'S FINEST MAGAZINE



RUTLAND'S FINEST MAGAZINE



## UNIQUE DISTRIBUTION

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**We deliver our magazines to the wealthiest people in the area - for free**  
**We deliver our magazines to 99.2%\* of the top three council tax banded homes**  
**Our beautiful magazines are also sold in newsagents and supermarkets**  
**Our distribution team circulates the magazine to reception areas**  
**Your high-end products and services are presented to an appropriate audience**

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Traditionally, a magazine can usually only determine its content, then hope to attract readers commensurate with that content. Pride Magazines work differently.

Our magazines have a unique and appropriate circulation to the top three council tax banded houses in the area - predominantly those worth over £300,000.

This means advertisers who provide high end products and services can reach appropriate households: the wealth of our readership deliberately engineered into our distribution.

Pride is available to purchase from retailers including supermarkets and independent newsagents across our respective areas.

This retail distribution means that as well as our core audience of homes which fall into the top three council tax bands, we can also achieve a broader readership.

We also deliver to hotels, hair salons and private hospitals, doctors, dentists etc, and as many other waiting areas as possible to ensure a high readership and awareness of the magazines.

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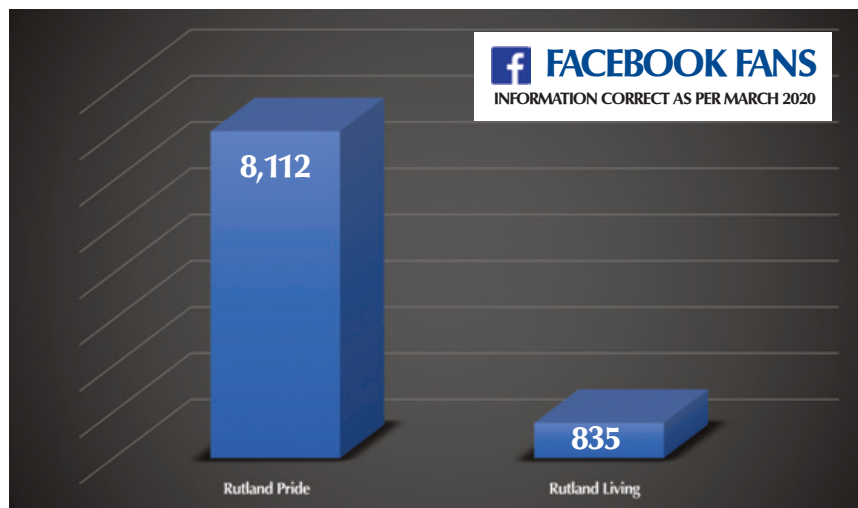
## WE HAVE 24,000 ONLINE READERS

The trend for reading magazines online is booming.

Our magazines are read by 24,000 readers each month on devices like the iPad.

We also have a huge social media following - with a vastly greater following on Facebook compared to our competitors.

More readers means a better response to your advertising campaign.



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## TESTIMONIALS

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“Just returning from an appointment with a client. The customer said they saw us for the first time in Pride Magazines, read about us and decided to call us.

They have gone ahead and commissioned a kitchen worth £33,000.”

**Paul Trevor, Colin Luesby Interiors (Homes section advertiser)**

“I’ve been on board with Pride Magazines for just two months and I have already landed a £25-30k job directly from the magazine. I’ve had other calls from the magazine too!”

**David Hawkins, Distinctive Home Bathrooms (Homes section advertiser)**

“The diner came into the restaurant with a copy of Pride. They said they’d passed us a number of times, but didn’t come in as they didn’t think our food was as good as it is... until they saw the photos of our dishes in our Pride restaurant feature.”

**Ruth Philbin (Food section advertiser)**

“All of our high end dental implant work comes from Pride. We will definitely be continuing to advertise with you, as it works wonders!”

**Paula Parkes, Dental Health Centre (Health & Beauty section advertiser)**

“We’ve had a number of jobs from Pride Magazines, which has been great! We’re really busy!”

**A & E Tree Services (Garden section advertiser)**

“My campaign has paid for itself at least four times over!”

**Barnstone Accountancy (Business section advertiser)**

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For even more testimonials from our satisfied customers  
see [www.pridemagazines.co.uk/feedback](http://www.pridemagazines.co.uk/feedback).

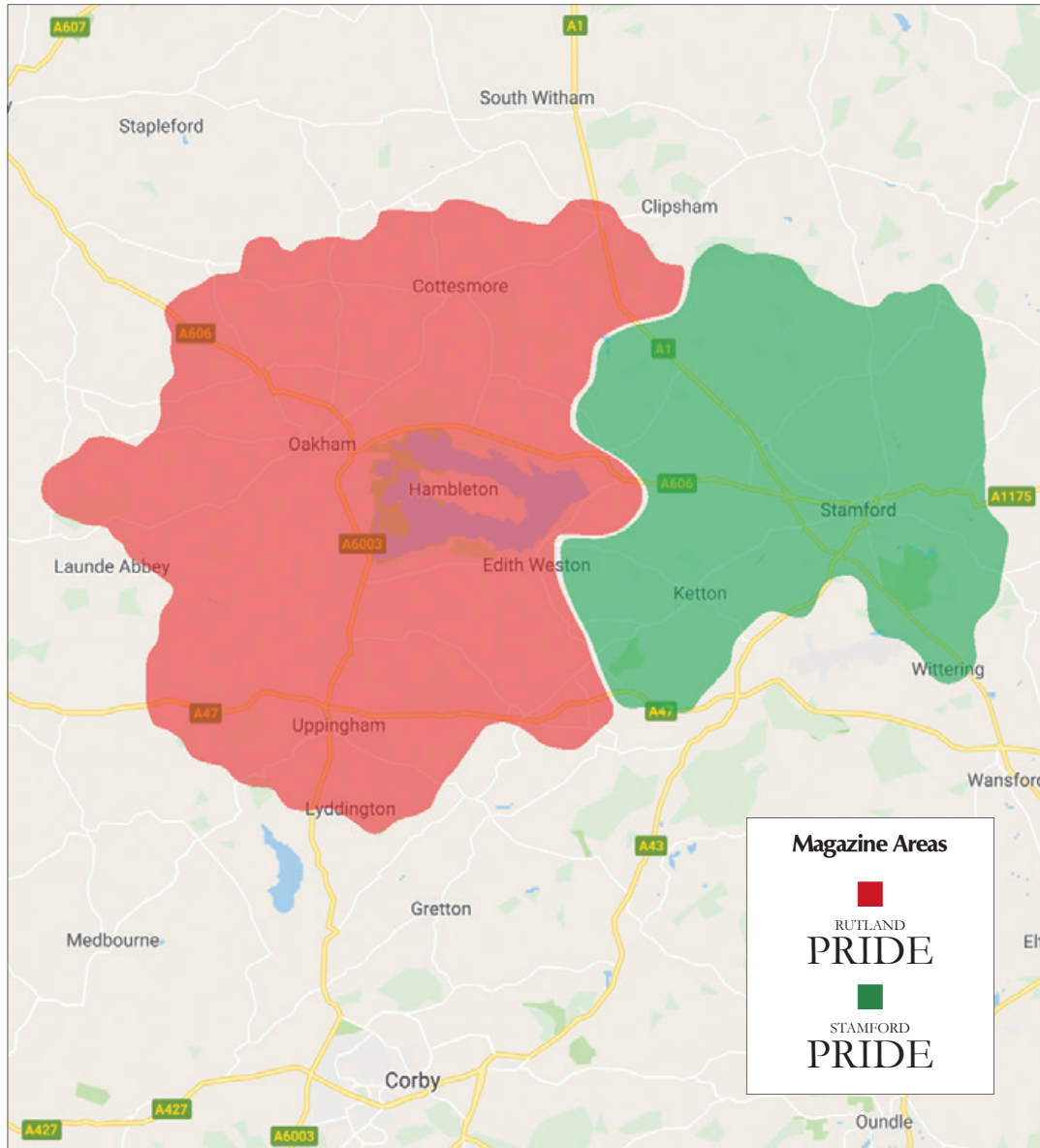
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### Our Distribution Areas

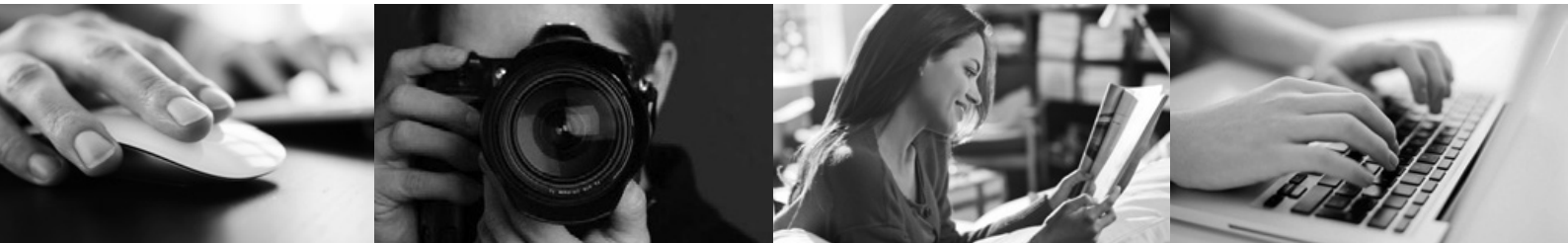


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## PRICES AND TECHNICAL DATA

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### FULL PAGE

276mm (tall) x  
216mm (wide)  
Including bleed

Please ensure a  
sufficient distance  
from the edge for  
advert content.

**£695 + VAT**

### HALF PAGE

118mm (tall) x  
176mm (wide)  
or 240mm (tall)  
x 86mm (wide)

**£399 + VAT**

### QUARTER PAGE

118mm (tall)  
x 86mm (wide)

**£230 + VAT**

30% Discount on pre-paid 12 month campaigns.

12 month campaigns supported by editorial coverage.

20% Discount is offered for pre-paid six month marketing campaigns.

10% Discount is offered for pre-paid three month marketing campaigns.

Guaranteed positions or special placement are subject to a surcharge of + 25%.

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All adverts are full colour; trim size of magazine is 270 mm tall by 210 mm wide.  
We accept artwork in PDF, hi-res JPEG and TIFF form, we use Apple Macs, running  
QuarkXPress and Adobe Creative Suite. We do not accept artwork in MS Office.  
Email your artwork or copy instructions to [pridestudios@pridemagazines.co.uk](mailto:pridestudios@pridemagazines.co.uk).

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## THE RUTLAND PRIDE TEAM

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