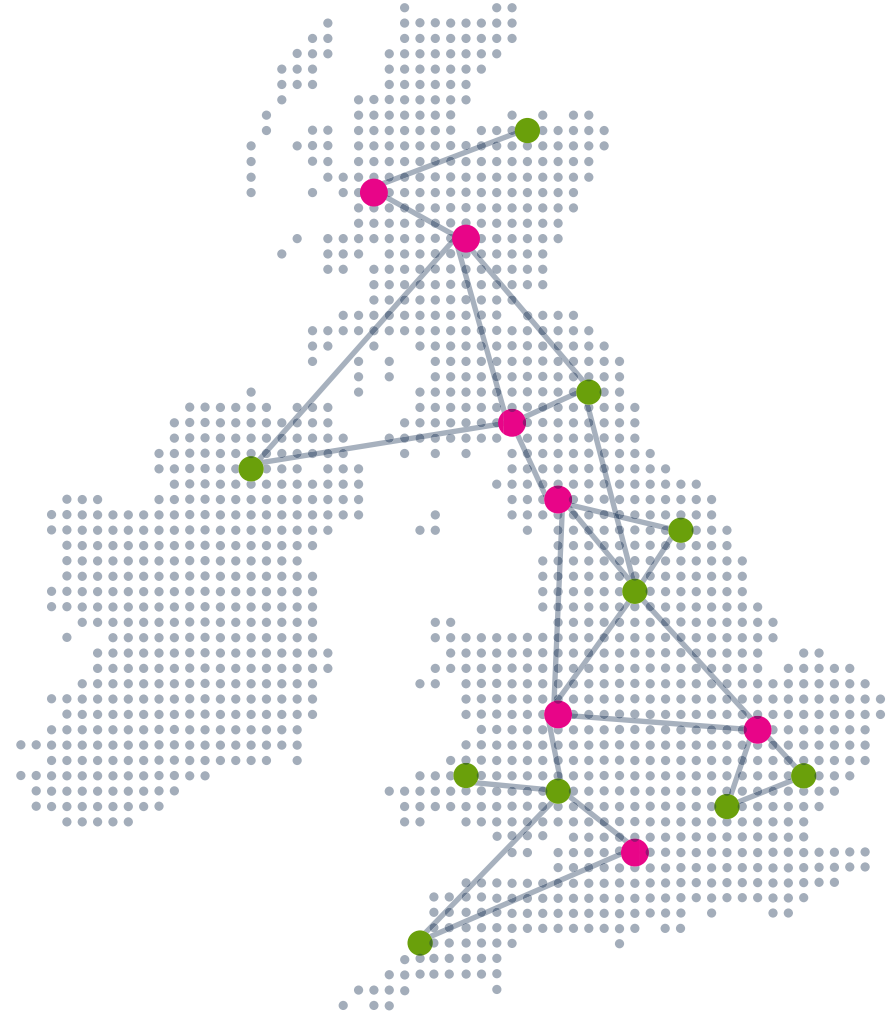




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# parish media

Local Connections



Local Advertising for National Brands



## Introduction

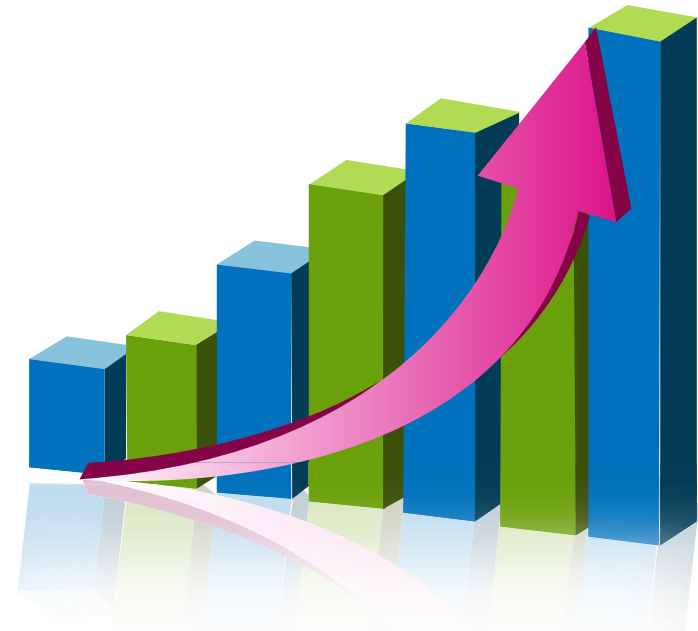
- Launched 2007
- 4,500 magazines registered
- Over 500 advertisers registered
- Unique in marketplace
- Privately owned
- Web-based content booking system





## The Community Publications Sector

- Exponential growth since 2002
- 10+ million circulation & growing
- 10,000 parish magazines (ave cir: 200)
- 3,000 local town magazines (ave cir: 4,500)





## The Community Publications Sector

- Trusted local publications
- Untapped market
- Advertising and editorial opportunities
- Reader offers





## Valuable Readership

### Parish magazines

- 45+ with older family
- Home owners
- Financially secure
- Rural

### Local magazines

- 25-45 with younger children
- Home owners
- Financially secure
- Urban

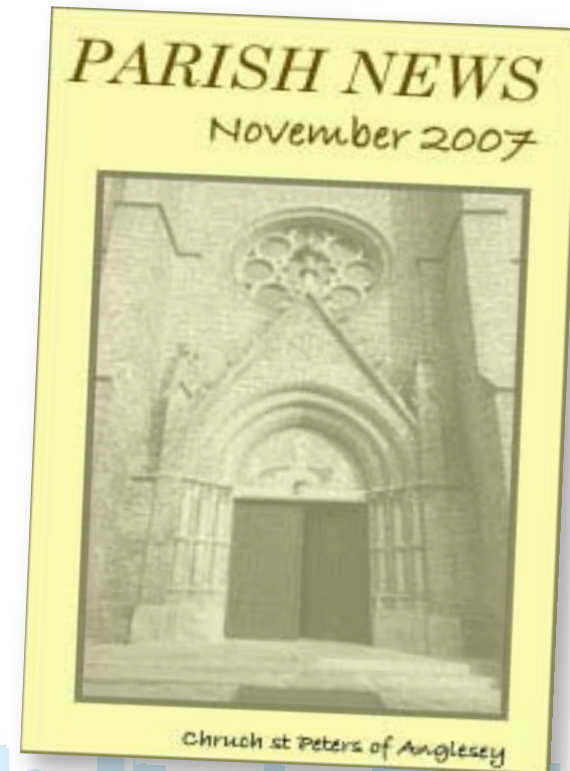




## Magazine Format

### Parish magazines

- 70% mono
- 90% A5
- 72% monthly
- 80% paid for
- 80% hand delivered
- 20% bought locally (shop, pub, church)

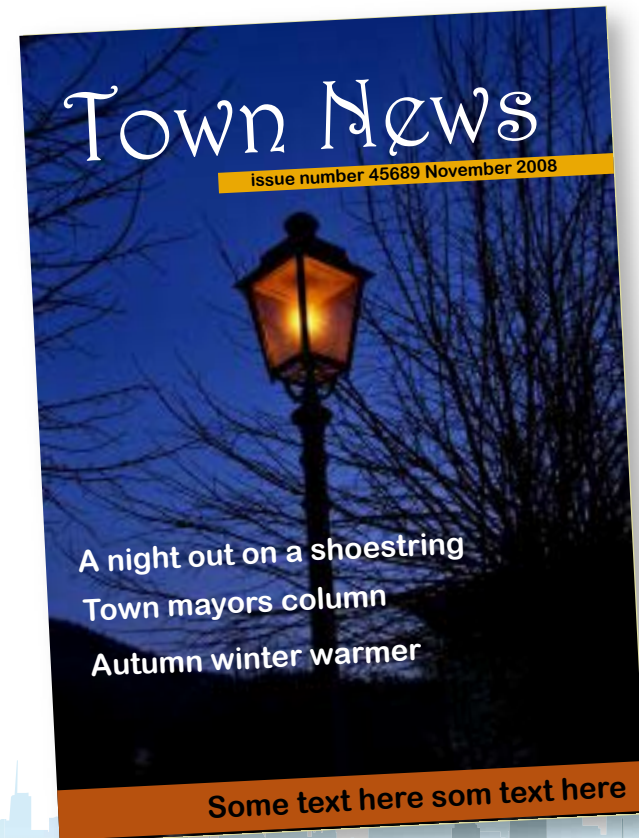




## Magazine Format

### Local magazines

- 100% colour
- 90% A5
- 90% monthly
- 100% free
- 90% hand delivered
- 10% picked up locally (surgery, school, community centre)





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# How it works

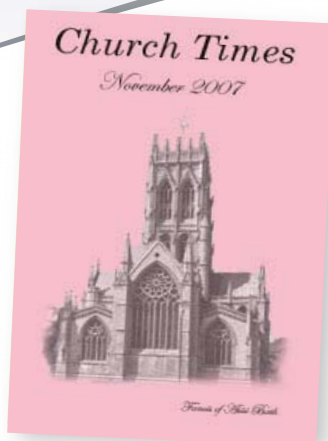


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## The Relationship



### Magazines

Circulation  
Format  
Costs  
Issue Dates  
Target Area

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### Parish Media

Search  
Content Uploads  
Monitoring  
Payments



### Advertisers

Budget  
Target Area  
Period  
Creative  
Audience

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## Admin Interface

- Magazine activation
- Communication channel to editors
- Editorial and ad uploads
- Advert download monitoring
- Editorial download monitoring
- Editor news upload
- Payments due
- E Voucher copies





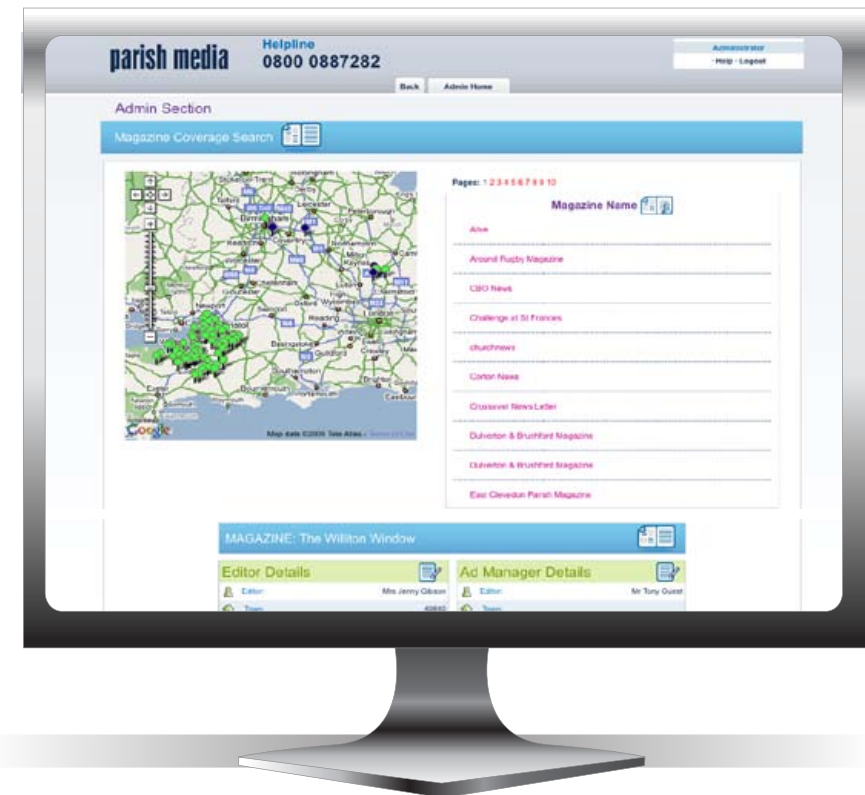
## Magazine Search

### Area Search

- National
- North, East  
South & West
- County
- Town
- Village
- Postcode

### Magazine Search

- Tier 1 or 2
- Colour or Mono
- Circulation
- Frequency





# Campaign Quoting & Dates

## Advert Size

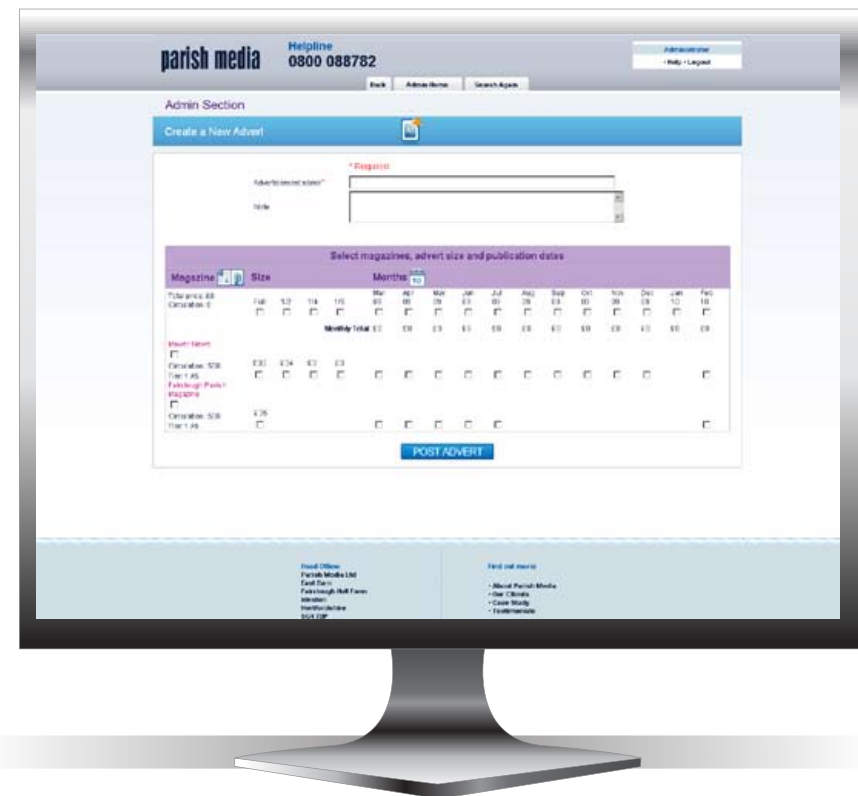
- Full Page
- 1/2 Page
- 1/4 Page
- 1/8 Page

## Magazine Search

- 1 Issue
- 3 Issues
- 6 Issues
- Annual

## Costs

- Monthly
- Totals





## Creative Uploads

- PDF finished artwork
- JPEG
- Tiff files
- Word
- Images

**Activate Email Alert to Editor**





## Editor Interface

- Contact Details
  - Editor
  - Ad manager
- Magazine details
- Advert Review and Accept
- Editorial Review and Accept
- Email Alerts
- Statements
- Editor Account Edits
- E Voucher Upload





## Benefits for Advertisers

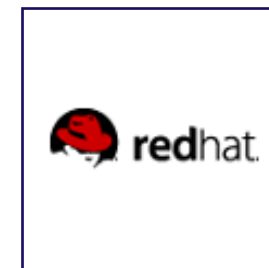
- Hyper Local Publications  
- The most trusted media
- Individually Tailored
- Fully Automated and Fast
- Cost Effective
- Regionally Targeted Campaigns
- Regional Creative
- Full Monitoring





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## Clients



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## Other Services

- Online Media – [www.ukvillages.co.uk](http://www.ukvillages.co.uk)
- Regional Printing – Staples
- Direct Mail – off and online
- Local Website Design
- SME – Video Production and Hosting
- White Label Sites

[www.ageconcernlocalmedia.co.uk](http://www.ageconcernlocalmedia.co.uk)





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## Further Information

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[www.parishmedia.co.uk](http://www.parishmedia.co.uk)

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