



ADVERTISERS' GUIDE

Midsocket Matters is an award-winning, independent community magazine serving the residents of the Midsocket, Mile End, Beechgrove, King's Gate and Rosemount areas. The free monthly magazine, published by experienced local communication business M&M Media, provides a lively mix of news and features on local issues and lifestyle topics. With its high quality design and editorial content and demographically attractive circulation area, *Midsocket Matters* offers excellent and affordable advertising and sponsorship opportunities for local businesses of all sizes.

Benefits to advertisers:

- **Midsocket Matters** offers the perfect opportunity for businesses to directly target potential customers in an area with higher than average disposable income.
- **Market share.** No other similar community publication operates in the area.
- **It works.** The magazine is widely read and used by the residents of the area as an easy reference for the local services advertised. This generates new business for advertisers, particularly those who advertise regularly.
- **Price.** The magazine represents incredible value for advertisers. **Coverage for a whole year (10 issues) costs less than one week's advertising in local newspapers, radio or television.**
- **It is truly local.** Most advertisers operate in or close to the area. There is strong evidence that local services are preferred by the majority of the UK population.
- **Longevity.** It is not discarded like a newspaper and is designed to be kept as a reference for the whole month (or indeed longer).
- **Quality.** *Midsocket Matters* has a very high standard of content, design and production to ensure advertisers receive a positive profile within their target market.
- **Editorial opportunities.** Advertisers can feature in their own one or two-page Special Feature. This gives them a depth of coverage normally available only at great expense in other publications.
- **Sponsorship opportunities.** Businesses not wishing to include an advert in the magazine, but still wishing to promote themselves and at the same time show support for their local community and the magazine, can elect to sponsor a page or regular feature, with their business name, etc appearing on the page. Opportunities for sponsorship of one-off features or a series of features are also available.



midsocket matters

M&M Media
24 Cairnaquheen Gardens
Aberdeen
AB15 5HJ

Tel: 01224 318088
Fax: 01224 318088

mail@mmm-media.co.uk

news, views and info you can use

Distribution

- The magazine is published and distributed on the first weekend of every month. There are double issues in December/January and July/August.
- It is delivered to over 2500 homes, shops, businesses and organisations in and around the Midsocket and Rosemount areas.
- Circulation is growing to include other households within the AB15 postcode.

Format

- *Midsocket Matters* is a professionally-designed A5-size magazine of up to 48 pages printed in mono on 100gsm paper, with a full-colour 160gsm card cover.

Demographics

- The population of the area is predominantly As, Bs, and C1s.
- Disposable income in the Midsocket area is well above average, with approximately 26% of households having an annual income of over £55,000, compared to 12% for Aberdeen as a whole.
- According to the last census, in 2001, the majority of households in the area owned their own homes (82%), which is considerably higher than the overall proportion for Aberdeen (61%).
- Of the 2000 or so households in the area, 66% live in unshared detached, semi-detached or terraced houses.
- In 2003, the average price of houses sold in the area was over £153,000, as compared with the Aberdeen average of £70,000.
- According to a 2005 report by marketing company EuroDirect, the AB15 postcode, of which Midsocket is a part, is home to the second-highest concentration of millionaires in the UK!

About the Publisher

Midsocket Matters is owned and published by M&M Media, a locally-based creative communication business run by husband and wife team Allan (*Midsocket Matters* Business Development Manager) and Judy Montgomery (*Midsocket Matters* Editor). In 2006 and 2007 the magazine received My Mag UK Community Magazine of the Month awards. M&M Media has a strong reputation in Aberdeen for producing high quality marketing materials, including newsletters, brochures, leaflets and websites. Regular clients include BP, Shell UK, Oil & Gas UK and Aberdeen and Grampian Chamber of Commerce. The business was established in 1995 by Judy, a former newspaper lifestyle editor with business-to-business PR experience. www.mmm-media.co.uk



midsocket matters

M&M Media
24 Cairnquheen Gardens
Aberdeen
AB15 5HJ

Tel: 01224 318088
Fax: 01224 318088

mail@mmm-media.co.uk

news, views and info you can use

Copy Deadline

- Final copy must be submitted by the 16th of each month at the latest, for inclusion in the following month's edition (which will be distributed during the first weekend of that month).

Payment

- Full payment for all ads must be received by the copy deadline date.
- Payment should be made by cheque, payable to 'M&M Media'

VAT

- **All costs quoted are exclusive of VAT**

Acceptable Formats

- Ads can be submitted in the following formats:
 - MS Word
 - MS Publisher
 - TIFF
 - JPEG
- Ad copy can be e-mailed to: **allan@mmm-media.co.uk**
- If your ad is not available in an electronic format then we can produce it for you, from your own hard copy text, for a nominal fee. Just give us a call to discuss your requirements. This fee would be a one-off charge – the ad could then be re-used or amended in subsequent issues free of charge.

For further information or to book your space, please contact:

*Allan on (01224) 318088
or email: allan@mmm-media.co.uk*



ADVERTISING RATES – JANUARY 2008

All prices quoted are exclusive of VAT

	1 Issue	3 Issue Package* (saving around 15%)	6 Issue Package* (saving around 20%)	10 Issue Package* (saving around 25%)
Full page 120 x 180mm (portrait)	£70	£180	£335	£525
Half Page 120 x 85mm (landscape)	£45	£120	£215	£335
Quarter Page 60 x 85mm (portrait)	£30	£80	£140	£225
Back Cover full page in full colour	£160	£405	£760	£1,200
Inside Front or Back Cover full page in full colour	£130	£335	£625	£975
half page in full colour	£80	£210	£380	£600

*Can be different copy for each month. The discount is for booking the space.

The above costs entitle advertisers to a free listing in our index of local businesses.

Special Feature – a professionally-written, single or double page profile, which can include editorial, photographs, an advert or other content as required. A great way to let potential customers know all about your business. **Fantastic value – just £75 for a single page or £130 for a double page.**

Sponsorship – costs start at **£50 per page/feature** for a single issue, with discounted rates for longer-term packages.

Loose inserts - these can be delivered for you with the magazine for just **£80 (per 1000).**



AD ORDER FORM

I wish to place the following ad in your magazine:

(Please circle the appropriate box)

	1 Issue	3 Issues (saving around 15%)	6 Issues (saving around 20%)	10 issues (saving around 25%)
Full page	£70	£180	£335	£525
Half page	£45	£120	£215	£335
Quarter page	£30	£80	£140	£225

Please remember to add VAT @ 17.5% to the above costs

Please call us first for enquiries about ads on Back Cover and Inside Front or Back Covers

Special instructions:

Ad copy format:

Business Name: _____

Address: _____

Contact Name: _____ Phone No: _____

Signature: _____ Date: _____