

Advertising with Harlow Times



Harlow Times is an entertaining magazine that is received by all 36,000 homes in Harlow, businesses and by key local and regional opinion formers.

It is an eye-catching full colour publication that is delivered door to door four times each year. It contains all of the essential information that people need to know about living in Harlow and about Council services. We have a limit on advertising on each edition to ensure a good balance between editorial and the services that you want to promote.



In December 2007 the magazine received a prestigious Chartered Institute of Public Relations Silver Award for Best Newspaper/Magazine (Eastern Region). Award judges described Harlow Times as: "A colourful, well designed and well-written magazine which "asks" to be picked up and read."

Why Advertise in Harlow Times?

- It's a lively, informative read that holds the reader's attention.
- It contains information that they need to/want to know.
- It is delivered free by Royal Mail to around 36,000 homes in the district.
- It's a high quality, colour publication with limited advertising. Your advert does not have to compete for space with dozens of other advertisers.
- People read it. We quality check the publication with a panel of residents regularly.

Technical specs

The magazine is (dimensions), 16 page and published in full colour. Adverts are sold based on proportion of page from one eighth (smallest accepted size) to one full page. You can also select space in premium sections of the magazine such as the back cover or inside front page.

Discounts and block bookings

To support partner organisations, local charities and community groups we offer a cost reduction on all adverts booked (see rate card). For all advertisers, we offer a 10% reduction on pre-bookings bookings of *more than* two adverts regardless of size. There is a 20% reduction on booking of *four or more* adverts. To receive the discount a block booking must be made, we cannot apply discounts retrospectively.

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Providing copy

You can provide your own advert in the form of a PDF. This must be sized to the advert size specification. Alternatively, you can supply copy and graphics electronically and we will create artwork for you.

We reserve the right to refuse any advert that is not of sufficient design quality to be included in the magazine (poor images, unreadable fonts). This will be rare but for the sake of all advertisers we must maintain the high publication standard of Harlow Times. Please contact us for advice if necessary. It is important that we receive the copy by the deadline indicated. We reserve the right to refuse late copy but to make a charge for the full cost of the advert if the space cannot be re-sold.

A proof copy will be provided to you prior to printing and we will tell you the date that you can expect to receive this proof. Please return this proof within 24 hours of receipt. We cannot accept responsibility for any errors in an advert if the proof is returned after the deadline or not returned at all.

Legalities

We abide by the terms of the Advertising Standards Code of Practice (see asa.org.uk). We reserve the right to refuse any advert that we believe will breach the code or cause legal or ethical difficulties for the publishers of Harlow Times (Harlow Council). By booking your advertising with Harlow Times, you agree the terms outlined in this rate card.

Rate card

Page size	Full rate	Discounted rate (see discounts and block bookings)
Back cover	£750	£650
Inside full page	£600	£500
Half page	£300	£250
Quarter page	£150	£125
Eighth page	£75	£65

Outlets/Distribution

Harlow Times is delivered by Royal Mail Door to Door. This means that it is delivered by the postal staff to each home with the daily post delivery. In addition we provide approximately 1000 extra copies to outlets such as conference centres and libraries where they are displayed in our point of sale displays.

Harlow Times is distributed quarterly in March, June, September and December.

Harlow Times on-line



An e-magazine version of Harlow Times is also available. Please ask for additional information regarding advertising in the on-line version. A link to the on-line edition is sent to over 1,600 local businesses, opinion formers and key local organisations. On average the on-line edition receives over 11,500 hits.

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How to book

Bookings will be taken on a “first come first served” basis. In the first instance please sign below and return this form (keeping a copy for your records) to

Communications
Harlow Council
Civic Centre
Water Gardens
Harlow
Essex
CM20 1WG

We will then contact you to confirm availability of space and deadlines for your advert. If you have any queries, please do not hesitate to contact the editorial team on 01279 446799.

Name	Organisation
Date	Contact details

Brief description of advert including size and product or service advertised.