

English language magazine for the Deux-Sèvres and surrounding areas



ADVERTISING PACK 2017

CONTENTS:

Introduction.....	3
Advertising Information (Printed and online)	4
Printed Advert Sizes.....	5
Printed Advert Prices.....	6
Options for New Advertisers.....	7
Advertorials.....	8
Online Advert Options and Prices.....	11
How to Proceed.....	11

INTRODUCTION



Welcome! to 'The Deux-Sèvres Monthly' magazine - or as it's popularly known, 'The DSM'.

The Deux-Sèvres Monthly is a free, monthly magazine for the English speaking community living or holidaying in the Deux-Sèvres and surrounding areas of France.

The magazine was launched in March 2011 and has since become the number one resource to English speaking people in the department, with each issue eagerly awaited.

We have more than 15,000 readers and distribute to over 100 distribution points throughout the Deux-Sèvres and bordering departments. Such Distribution Points include Poitiers airport, restaurants, bars, estate agents, quiz nights, shops, tourist information offices and supermarkets. As well as the many Distribution points shown on the map, many of our advertisers and readers also take extra copies to pass on to their customer bases and local friends too.

Our target area is key. We cover the busy department of Deux-Sèvres and it's bordering departments. Nothing too large so your chosen tradesman/business can't make the journey.

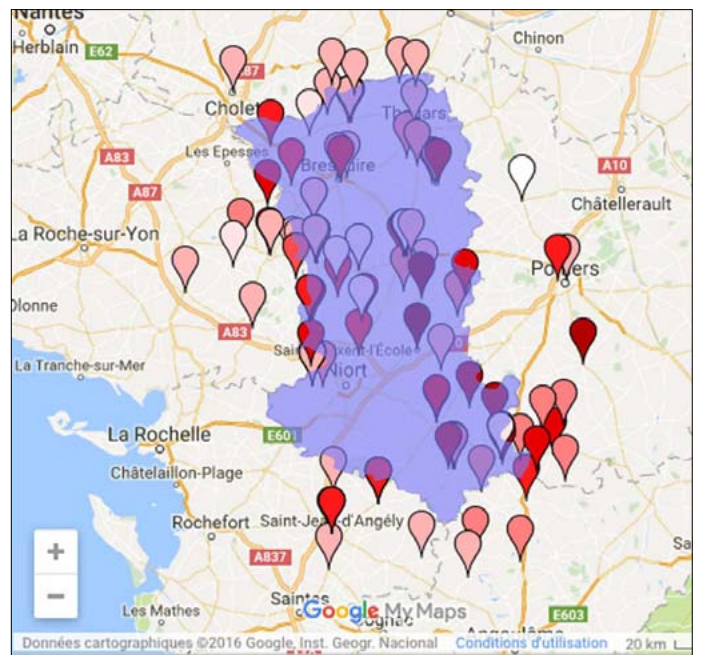
We currently print 5000 copies per month (except August: 6000 and the winter months: 4500) and they are always available to pick up from your local Distribution point (or viewable online) at the end of each month.

Please note that we no longer print a January issue.

ONLINE

Our website offers an online version of the magazine (including all back issues), a Business Directory and online advertising, as well as covering all advertising orders, sending written contributions, locating your nearest Distribution Point and signing up to our mailing list.

We also have a busy Facebook page which gives regular updates including distribution details, deadlines, new advertisers plus popular event details and much more.



Our distribution map showing quantities of magazines delivered to each Distribution Point. Darker shade = higher quantity



CONTACT

Sarah Berry on 05 49 70 26 21
Monday - Thursday
9am - 1pm & 2pm - 6pm
Email: info@thedeuxsevresmonthly.fr

GET CONNECTED!

- FACEBOOK: [thedeuxsevresmonthly](https://www.facebook.com/thedeuxsevresmonthly)
- TWITTER: [@TheDSMagazine](https://twitter.com/TheDSMagazine)
- PINTEREST: [dsmmonthly](https://www.pinterest.com/dsmmonthly)
- YOU TUBE: [The Deux-Sèvres Monthly magazine](https://www.youtube.com/TheDeuxSèvresMonthly)

PRINTED PUBLICATION

Advertising with us is reasonably priced and above all effective. If you want to get your business SEEN within our target area, placing an advert in our printed publication is a must.

Our advertising rates are shown below and include the following:-

- A boxed advert in the printed magazine
- A boxed advert in the online version including a direct link to email/Facebook or website
- An event listing in the 'What's On' section
- A business listing in the index of the magazine
- A business listing in the online Business Directory with a direct link to your website and email
- A copy of the magazine by post
- Creation of your advert design if required
- Inclusion on our busy Facebook page
- Extra publicity via Facebook

We offer the flexibility of month-by-month inclusion, or multiple month orders with discounts. There are many different sizes available, plus advertorial spaces giving you the chance to promote a new product or service (see prices and sizes overleaf)

We also have special options for the New Advertiser... see page 6 more information.

ONLINE

Our website www.thedeuxsevresmonthly.fr offers both **banner advertising** and a smaller **boxed advert**.

Banner Ads

The banner adverts are positioned at the TOP of each page, including the home page and rotate randomly. They all offer a direct link to your website, Facebook page or email address.

Boxed Ads

These are placed on the Business Directory pages, and offer a direct link to your Website, Facebook page or email address.

FACEBOOK

All printed adverts are also placed onto our busy Facebook page, and linked. Facebook users can flick through each photo album and contact the advertiser even if they don't have a copy of the magazine to hand.

PRODUCTION INFO - Printed Adverts

Artworks

Advert copy is required by the 15th of each month to ensure placement into the following month's issue.

Our preferred artwork formats are JPG or PDF files, CMYK mode and resolution must be a minimum of 300dpi at real size.

Alternatively, we can create the advert artwork for you, free of charge, for the duration of your order. If you wish to make changes to this artwork, they can be done at renewal time, or with an additional fee of 15€.

Similarly, should you wish to use our artwork with other printed publications or for your own promotional work, there will be a 15€ release fee applied to cover our design time. All advert proofs will carry a watermark and copyright.

Proofs

A proof of your printed advert (BAT/Bon à Tirer) will be sent to you to sign and return before the 15th of the month. This confirms that your advert artwork is ready to be sent to print without any further modifications.

Payment

Adverts placed on a monthly basis are invoiced each month and payment is requested by the 19th of the month. If an advertising order of 3, 6 or 12 months is taken, full payment is requested by return in order to secure placement and to take advantage of the discount on offer. Payment is requested by bank transfer, cheque or via Paypal. Cheques payable to **Sarah Berry**.

Charities can advertise free of charge. (subject to space)

PRODUCTION INFO - Online Adverts

Artworks

Advert copy is required by the 25th of each month to ensure placement onto the website at the end of the month.

Our preferred artwork formats are JPG, GIF or PNG files, RGB mode and resolution must be a minimum of 150dpi at real size.

Alternatively, we can create the advert artwork for you, free of charge, for the duration of your order. If you wish to make changes to this artwork, it can be done at renewal time, or with an additional fee of 15€.

Similarly, should you wish to use our artwork with other printed publications or for your own promotional work, there will be a 15€ release fee applied to cover our design time. All advert proofs will carry a watermark and copyright.

Proofs

A proof of your online advert (BAT/Bon à Tirer) will be sent to you to sign and return before the 25th of the month. This confirms that your advert artwork is ready to be uploaded to our website at the end of the month.

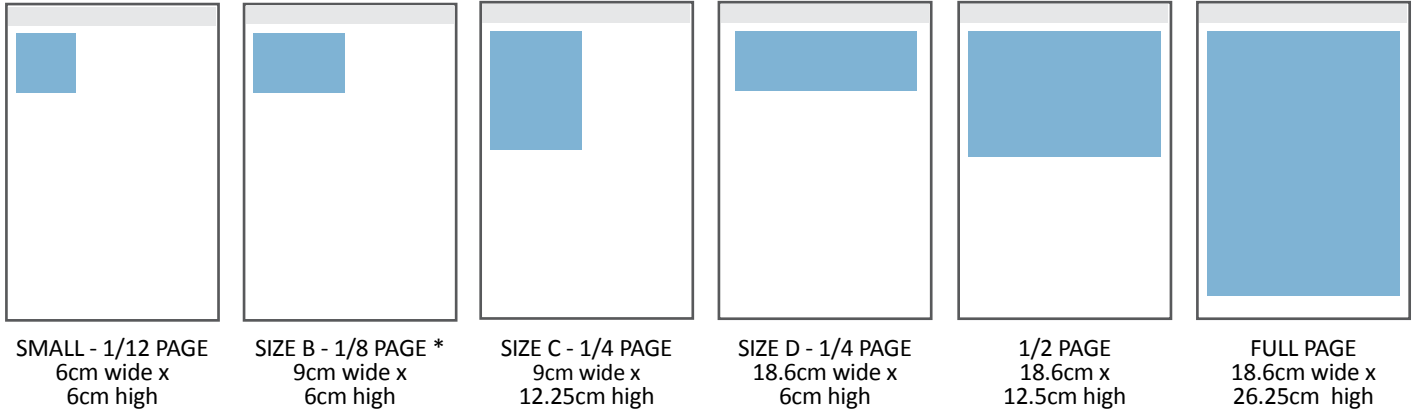
Payment

Payment is requested by bank transfer, cheque or via Paypal before the 30th of the month. Cheques payable to **Sarah Berry**.

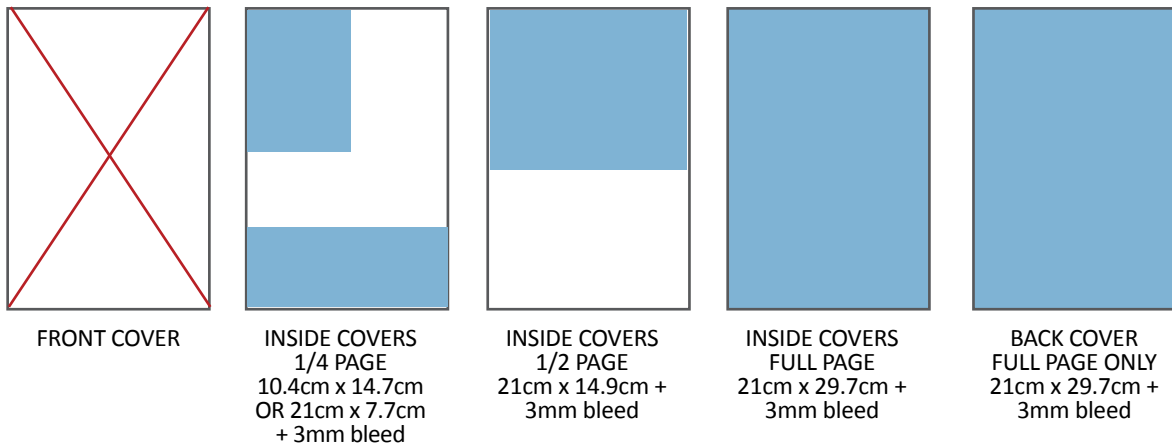
PRINTED ADVERT SIZES

INTERNAL PAGES

**(Size A, portrait format of this size can be ordered for the 'Getting Out & About' section.)*



PREMIUM - FRONT & BACK COVERS



CLASSIFIEDS

<p>Vehicle Sale Adverts 20€</p>  <p>Your vehicle photo here</p> <p>Vehicle Make & Model</p> <p>Description of vehicle here Up to 25 words</p> <p>+ Contact details</p>	<p>Private House Sale Adverts 30€ p/month</p> <p>Your Property Photograph/s here</p>  <p>Property Summary and Location (up to 20 words) Full property details and description. Up to 45 words</p> <p>Your Contact details.</p>
<p>Item For Sale - single 4.5cm wide x 6cm high</p>	<p>Item For Sale - double 9cm wide x 6cm high</p>

Available in Black & White or Colour

BLACK & WHITE ADVERTS

ADVERT SIZE	COST FOR 1 ISSUE	-10%			-15%			-20%		
		COST FOR 3 ISSUES	COST FOR 6 ISSUES	COST FOR 12 ISSUES	COST FOR 3 ISSUES	COST FOR 6 ISSUES	COST FOR 12 ISSUES	COST FOR 3 ISSUES	COST FOR 6 ISSUES	COST FOR 12 ISSUES
Small	40€	108€	204€	408€	108€	204€	408€	108€	204€	408€
Size A (‘Getting Out & About’ only)	44€	118€	224€	422€	118€	224€	422€	118€	224€	422€
Size B	44€	118€	224€	422€	118€	224€	422€	118€	224€	422€
Size C	80€	216€	408€	768€	216€	408€	768€	216€	408€	768€
Size D	80€	216€	408€	768€	216€	408€	768€	216€	408€	768€
Half Page	150€	405€	765€	1440€	405€	765€	1440€	405€	765€	1440€
Full Page	288€	777€	1468€	2764€	777€	1468€	2764€	777€	1468€	2764€

COLOUR ADVERTS

ADVERT SIZE	COST FOR 1 ISSUE	-10%			-15%			-20%		
		COST FOR 3 ISSUES	COST FOR 6 ISSUES	COST FOR 12 ISSUES	COST FOR 3 ISSUES	COST FOR 6 ISSUES	COST FOR 12 ISSUES	COST FOR 3 ISSUES	COST FOR 6 ISSUES	COST FOR 12 ISSUES
Small	44€	118€	224€	422€	118€	224€	422€	118€	224€	422€
Size A (‘Getting Out & About’ only)	50€	135€	255€	480€	135€	255€	480€	135€	255€	480€
Size B	50€	135€	255€	480€	135€	255€	480€	135€	255€	480€
Size C	95€	256€	484€	912€	256€	484€	912€	256€	484€	912€
Size D	95€	256€	484€	912€	256€	484€	912€	256€	484€	912€
Half Page	180€	486€	918€	1728€	486€	918€	1728€	486€	918€	1728€
Full Page	350€	945€	1785€	3360€	945€	1785€	3360€	945€	1785€	3360€

PREMIUM SPOTS

ADVERT SIZE	COST FOR 1 ISSUE	-10%			-15%			-20%		
		COST FOR 3 ISSUES	COST FOR 6 ISSUES	COST FOR 12 ISSUES	COST FOR 3 ISSUES	COST FOR 6 ISSUES	COST FOR 12 ISSUES	COST FOR 3 ISSUES	COST FOR 6 ISSUES	COST FOR 12 ISSUES
1/4 page Inside cover	114€	307€	581€	1094€	307€	581€	1094€	307€	581€	1094€
1/2 page inside cover	216€	583€	1100€	2074€	583€	1100€	2074€	583€	1100€	2074€
Full page inside cover	420€	1134€	2142€	4032€	1134€	2142€	4032€	1134€	2142€	4032€
Full page back cover	490€	1323€	2499€	4704€	1323€	2499€	4704€	1323€	2499€	4704€

OTHER ADVERTS

ADVERT SIZE	Black & White for 1 issue	Colour for 1 issue
house/car/item for sale - single (incl. photo)	18€	24€
house/car/item for sale - double (incl. photo)	30€	36€
What’s On listing, page 4	12€	n/a

Orders of 3 issues or more are discounted as shown.
Discounts are subject to full payment being received at time of order.
Prices inclusive of 20% TVA

OPTIONS FOR NEW ADVERTISERS



CALLING NEW ADVERTISERS!

**Are you new to the area?
Do you have a new business
to promote?**

**Why not KICK-START your marketing
campaign by taking advantage of
our Special Advertising Packages
for new customers.**

OPTION 1: 2 Month Coverage, 1/8 page

Printed colour advert, Size A/B, for 2 months
+1 x Editorial of 300 words (inc 1 x photo) for 1 month
+Website Banner Advert for 2 months
+Online Business Directory Listing
Includes Advert Creation

.....was 136€ now 108€ ttc

OPTION 2: 4 Month Coverage, 1/8 page

Printed colour advert Size A/B, for 4 months
+1 x Editorial of 300 words (inc 1 x photo) for 1 month
+Website Banner Advert for 4 months
+Online Business Directory Listing
Includes Advert Creation

.....was 272€ now 218€ ttc

OPTION 3: 2 Month Coverage, 1/4 page

Printed colour advert Size C/D/E for 2 months
+1 x Editorial of 300 words (inc 1 x photo) for 1 month
+Website Banner Advert for 2 months
+Online Business Directory Listing
Includes Advert Design Service.

.....was 226€ now 180€ ttc

OPTION 4: 4 Month Coverage, 1/4 page

Printed colour advert Size C/D/E for 4 months
+1 x Editorial of 300 words (inc 1 x photo) for 1 month
+Website Banner Advert on for 4 months
+Online Business Directory Listing
Includes Advert Design Service

.....was 452€ now 350€ ttc

Prices shown include TVA @ 20%

**Order Online at www.thedeuxsevresmonthly.fr
or call 05 49 70 26 21 ~ email: info@thesevresmonthly.fr**

FEATURED BUSINESS ADVERTISING

Do you have a new product or service that you would like to introduce to the readers? Perhaps you're expanding and opening an office in a new area? This type of advertising space would be ideal for such examples.

A selection of Advertorial spaces are available as shown below. Sizes and number of words are highlighted and the text and images are to be supplied by the advertiser. Advert artworks can be created for you as part of the cost. Prices shown are per issue:

	PRICE ttc	
1. 1/4 page including colour advert size 'small'	80€	(see example below)
2. 1/4 page including colour advert size B	80€	(see example below)
3. 1/2 page including colour advert size B	130€	(see example overleaf)
4. 1/2 page with contact details	130€	(see example overleaf)
5. Full page with 1/4 page colour advert	275€	(see example on page 9)

1.

PRICE: 80€

1/4 page ~ 150 words + small colour advert

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SMALL ADVERT
6CM X 6CM

2.

PRICE: 80€

1/4 page ~ 100 words + colour advert Size B

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ADVERT SIZE B
9CM X 6CM

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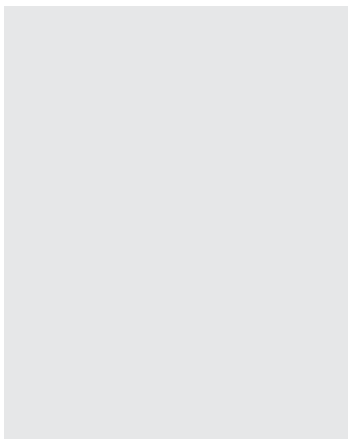
PRICE: 130€

4.

PRICE: 130€

**1/2 page ~ 350 words + 1 x image + Advert
Size B**

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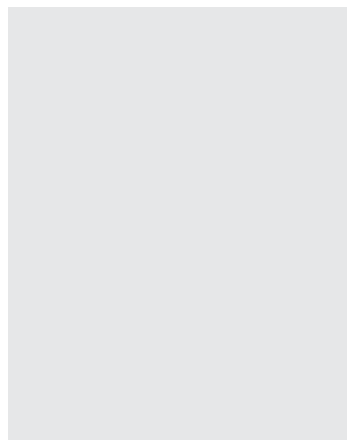
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**ADVERT SIZE B
9CM X 6CM**

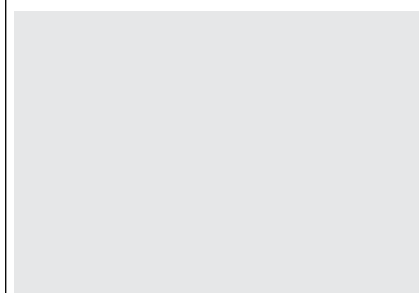
**1/2 page ~ 370 words + 2 x images
or 435 words + 1 x image**

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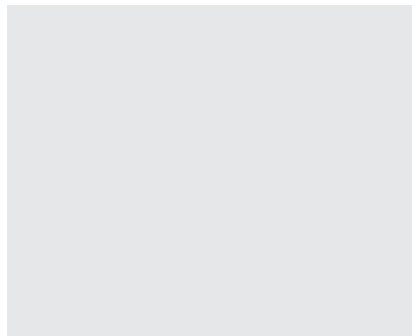
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**Contact Name, Business Name
Tel, Email & Website**

**Full page ~ approx 700 words + 2 x images + Advert size C
(Fewer words can be used if images are required larger size)**

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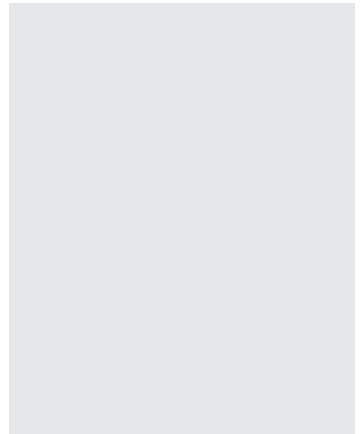
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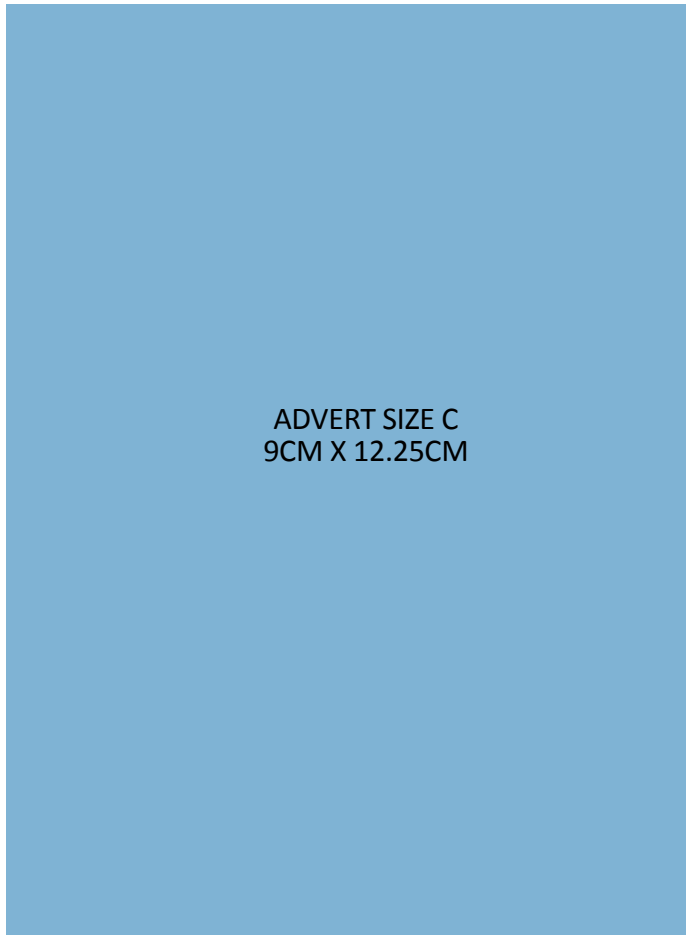
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