



WINCHESTER *Magazine*

A quality, seasonal magazine
entirely dedicated to the city

MEDIA PACK 2023/24



Winchester Magazine

Winchester Magazine was set up in January 2015 as the first free quality magazine with content entirely dedicated to the city.

All of our editorial is about Winchester – from its inspirational locals to its movers and shakers in business, the arts, music and sport.

The seasonal, full colour B5 magazine offers reviews of the city's best restaurants and bars, coverage of music and arts events, homes and interiors, shopping and hints and tips from local specialists.

Unlike other regional glossy magazines and newspapers, Winchester Magazine focuses entirely on the city, reaching out to an AB1 audience.

The magazine is supported by a Facebook page with a substantial following, www.facebook.com/winchestermag, where content is updated daily and includes news and reviews of our advertisers' businesses at no additional charge. Our web site can be found at www.winchestermag.com.

Winchester Magazine has a print run of 8,500 copies:



Advertising

BACK COVER

£650

INSIDE FRONT/BACK COVER

£600

FULL PAGE

£550

HALF PAGE

£275

QUARTER PAGE

£140

Facebook marketing



Winchester Magazine has a dedicated Facebook site at www.facebook.com/winchestermag, with over 10,000 followers, where content is updated daily. We invite advertisers to update us with news and events which we will post on to the site with no additional charge.

Technical Information

Full Page:

Height 240mm
Width 170mm

Bleed:

3mm every edge

Half Page:

Height 112mm
Width 158mm

Quarter Page:

Height 110mm
Width 74mm

Colourspace:

CMYK only

- Artwork must be supplied as a CMYK, press-optimised PDF. Any PDFs with RGB embedded images cannot be used for print as these can cause reproduction problems and output colour cannot be guaranteed. All fonts must be embedded or converted to outlines.
- We can also accept documents in InDesign, Quark, Photoshop and Illustrator. Please ensure you include the relevant hi-res images and logos together with fonts, including a colour proof of your advert so we can accurately check it for any glitches.
- All digital photographs must be supplied at 300dpi resolution, at the same size or larger than the printed image size. Please ensure that you have the right to use any image you include in your advert.
- We will need to re-work any adverts created in Microsoft Publisher, Word, Word Art or similar programs.

Distribution

6,000 distributed by hand to residential premises in city centre postcode areas. Plus an additional 2,500 copies available from:

- Tesco, Winnall
- Sainsbury's Badger Farm
- Marks and Spencer
- Winchester Tourist Information Centre
- Cobbs Farm Shop
- Local independent schools' book bags

Meet the Editor

Liz Kavanagh has worked across Hampshire's regional magazines for over 15 years and lives and works in the city.

Liz has volunteered for several local charities, knows Winchester inside out and enjoys evenings out at the theatre, great food at Winchester's restaurants and shopping in the city's many specialist shops.

FOR ALL ADVERTISING ENQUIRIES CALL VICKY AT WINCHESTER MAGAZINE ON 07490 188439 OR EMAIL VICKY@WINCHESTERMAG.COM

FOR ALL EDITORIAL ENQUIRIES CALL LIZ AT WINCHESTER MAGAZINE ON 07930 324623 OR EMAIL LIZ@WINCHESTERMAG.COM

www.winchestermag.com