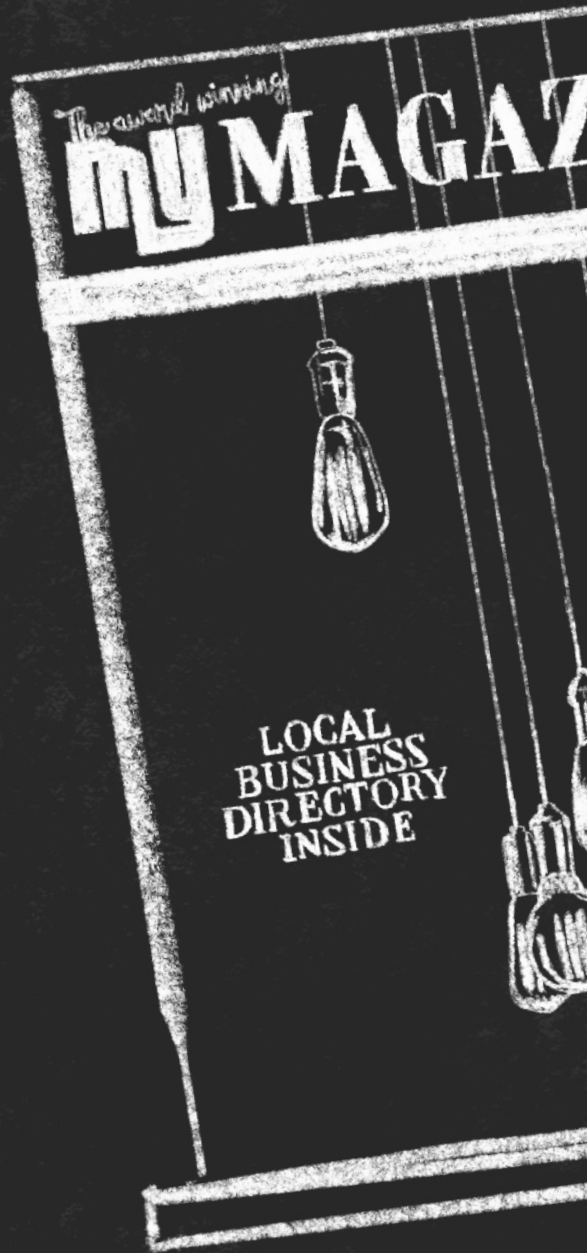


# MEDIA PACK

WWW.THEMYMAGAZINES.COM



# HELLO & WELCOME!

*If you're looking for more local customers, they're here.*

## What do we do?

We produce two high quality community and lifestyle magazines. These are the only magazines in the West Midlands who cater directly to all of the most affluent areas of Birmingham straight through the letterbox.

We are ever evolving and always raising the standards of our design. With our editorial we not only search for the most compelling stories the region has to offer, we also focus some of our editorial pages on supporting the key industries who advertise with us.

Many of our advertisers have been with us for years, some since the very start back in 2006 as they have achieved a great on going return on investment.

## Who do we reach?

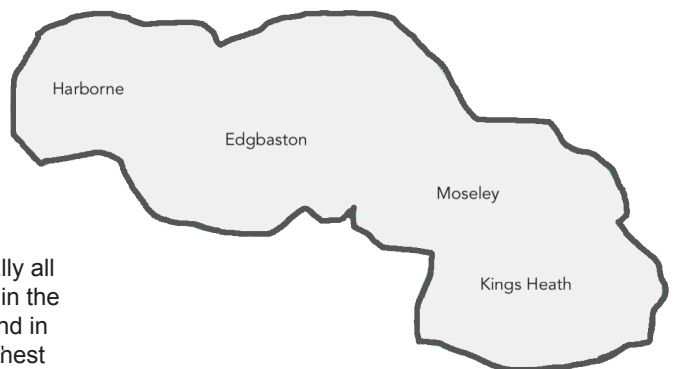
The population of areas delivered to is virtually all As Bs and C1s. Average disposable income in the area is well above average both nationally and in the West Midlands. It is also home to the highest concentration of professionals, business owners, directors, medics and academics in the Midlands.

Some of the other key members of society we reach include:

- Senior citizens
- Retirees
- Students
- Families

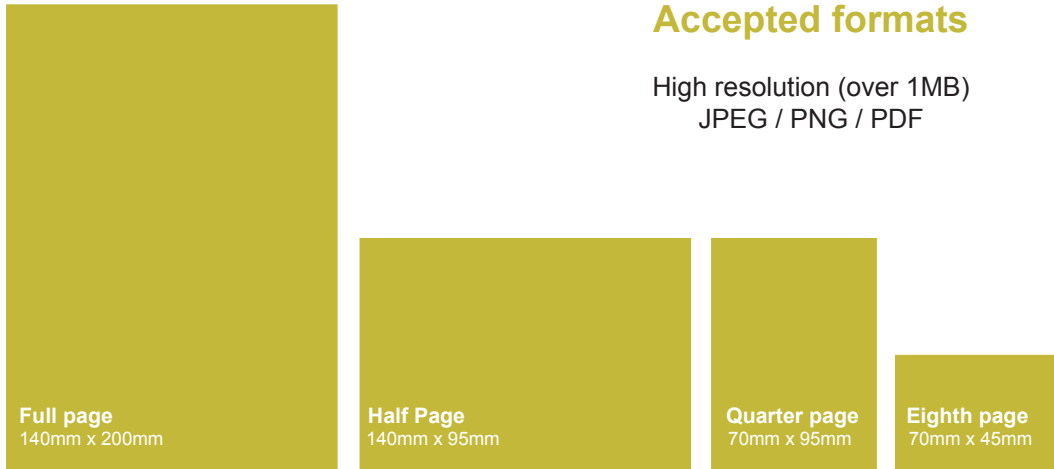
For the most direct, personal, targeted marketing, the MY Magazines are leading.

## Where do we deliver to?



# SPECS & PRICES

## Size guide



## Price guide - Rates to appear in ONE magazine

Magazines are bi-monthly - we produce 6 per year

Please note all prices are per issue and payable by booking deadline. Prices are subject to VAT.

Full page	£300	10%	discount when booking 3 issues
Half page	£200	20%	discount when booking 6 issues
Quarter page	£120	30%	charity discount
Eighth Page	£70		

Ad design £50 (including one set of amends further amends charged at £10 per set)

Editorial preparation £50 (to include telephone interview and drafting)

Leaflet Distribution £35 per thousand

These are the rates to appear in one magazines reaching c. 15,000 readers per issue. Advertising in both of our magazines reaches a readership of c. 30,000 per issue. To appear in multiple magazines prices are multiplied accordingly.