

media pack

the newhammag





Why advertise in the newham mag?



The Newham Mag is published fortnightly and delivered free of charge to every home in Newham. Copies can also be found at key locations in Newham such as libraries, universities, colleges, schools, doctors' surgeries, hospitals, charities, social care organisations, leisure centres, theatres, pubs, shopping centres, ExCeL international exhibition and convention centre, Stratford railway and international station, and London city airport.



We can help you reach your target audience across Newham, East London and commuters who pass through the area daily.

With Newham Mag you can reach up to:

- 265,782 Newham residents and over 97,000 households
- Over 6,000 businesses
- 23,000 students at the University of East London, 637 students at Birkbeck College, 20,000 students at Newham College and young people at 94 schools in the borough
- 12,500 Newham Council employees and 686 Newham Homes employees
- 66.8 million commuters who use our train stations (including 27.23 million who use Stratford railway and international station)
- 2.8 million international travelers who fly through London city airport
- Annual visitors of:
 - 21.1 million to Stratford shopping centre
 - 1.2 million to Excel international exhibition and convention centre
 - 1.4 million to Newham leisure centres
 - 1.9 million to Newham libraries
- Over 35,000 West Ham United football fans
- Key London 2012 Olympics stakeholders



- 76% of people who receive the Newham Mag read it
- 88% of readers say it is the best source of local information



specifications and rates

Advert artwork sizes and rates

Display Adverts (VAT not included)

Full page advert: 297mm (H) x 230mm (W)
£2,150

Back page:
£2,500

Inside cover: **£2,300**

Half page advert: 147mm (H) x 230mm (W)
£1,200

Quarter page advert: 147mm (H) x 113.5 (W)
£650

Inserts

To go alongside Newham Mag at £37.50 + VAT
per 1000

Local page Adverts (VAT not included)

We also offer a local services page with advertising at a discounted rate for smaller ads.

Small ads are made up of panels (one twelfth of a page) at £105 each.

1 panel:
41.5mm (H) x 106mm (W)
£105

2 panels:
86.75mm (H) x 106mm (W)
£210

3 panels:
132mm (H) x 106mm (W)
£315

6 panels:
132mm (H) x 220mm (W)
£630

To give your advertising an extra edge, try our range of additional services including in-house design, bespoke advertorials and professional photography. Rates are available on request

Please supply all artwork as a high resolution PDF (minimum 300 dpi) by email to julie.madell@newham.gov.uk
For queries concerning technical specification only, please email adam.renvoize@newham.gov.uk



advertisement booking form

Please return this form, signed and dated, as soon as possible.

Fax to:
020 8430 1549

or Post to:
Julie Madell, London Borough of Newham, Newham Dockside, 1000 Dockside Road, London E16 2QU

Advertiser Details:

Contact Name: **Organisation/Company:**

.....

Address:

.....

..... **Postcode:**

Phone: **Fax:**

Email: **Web:**

Rate (Exclusive of V.A.T):

Advertisement details:

Position in Magazine

Early right hand Inside back cover Inside front cover Outside back cover

Size

Full page 1/2 page horizontal 1/4 page Panels Inserts

Issue

Duration

Cost

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advertisement booking form (cont)

Please circle one:

- 1 Please find enclosed a cheque/postal order for £ (payable to London Borough of Newham)
or
- 2 Please issue an invoice to the name and address on the first page of the booking form

Signed: **Date:**

If you're an internal advertiser, write the cost code to be debited here

Terms and conditions

- 1 This agreement commences on the date of signature and any client wishing to cancel should inform Newham Mag within 15 days of advertising deadline date. Failure to do so will result in Newham Mag charging for the full cost of the advert.
- 2 It is the advertiser's responsibility to check that the artwork to be inserted is correct.
- 3 The placing of an order or contract will be deemed on acceptance of these conditions.
- 4 Although every effort will be made to meet the needs of advertisers, Newham Mag, reserves the right to cancel or refuse to accept an order without giving explanation and should not be held liable for any loss or damage caused by an error or inaccuracy in the printing or non appearance of any advertisement.

Advertising Deadlines

Issue No	Ad deadline	Date published
.....
.....
.....
.....

Contact details:

Julie Madell
 Ph: **020 3373 7510** / Mob: **07890 529 090** / Email: **julie.madell@newham.gov.uk**
London Borough of Newham, Newham Dockside, 1000 Dockside Road, London E16 2QN



terms and conditions

Advertisement Conditions

Conditions of Acceptance of All Advertisements or Other Inserted Material

1. The term Advertiser, as used in these conditions, means the party who directly, or through an agent, books the space in the Newham Magazine and is responsible for payment.
2. The Term Publisher, as used in these conditions, means the London Borough of Newham of the Newham Mag.
3. The term Newham Mag, as used in these conditions, means the journal, newspaper or the periodical for which the order was placed.
4. The term Advertisement includes loose or other insert material where appropriate and these conditions apply to all advertisements appearing in or distributed with the publication and any supplementary or ancillary publication produced by the London Borough of Newham.
5. Acceptance of advertisements by the London Borough of Newham, does not imply approval or endorsement of goods or services offered.
6. All advertisements must comply with the British Code of Advertising Practice and it is the advertiser's responsibility to ensure compliance. The London Borough of Newham reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to it at its absolute discretion and without explanation.
7. The London Borough of Newham does not accept responsibility for damage to, or loss of any submitted materials including but not limited to – Artwork, Disks, Digitally Transferred Files, Photographs or Films. The London Borough of Newham and its agent reserves the right to destroy all art work which has been in its custody for six months from the date of its last appearance without prior notification to the ADVERTISER.
8. Cancellation of advertisements: four weeks notice prior to copy date is required to cancel or suspend a mono advertisement. Colour advertisements are non cancellable.
9. Where the ADVERTISER has undertaken to supply inserts which the London Borough of Newham has agreed to include, the London Borough of Newham, reserves the right to charge the rate agreed if they fail to arrive at the agreed time and place for insertion. Regardless of whether the London Borough of Newham does refuse to accept inserts, the cost incurred in producing the inserts shall be borne by the ADVERTISER in each and every case.
10. Copy must be supplied without application from the London Borough of Newham. In the event of the copy instructions not being received by the copy date, the agreed charge remains payable and in the case of repeat copy the London Borough of Newham reserves the right to repeat the last most appropriate issued copy.
11. Whilst the London Borough of Newham cannot guarantee publication dates, every effort will be made to adhere to the dates given.
12. Additional charges will be made to the ADVERTISER or its agent where the printers are involved in extra production work owing to acts or defaults of the ADVERTISER or its agent.
13. Accounts are strictly net payable within 30 days of publication. All direct advertisers must pre-pay by copy date.
14. Complaints regarding reproduction of advertisements must be received in writing within one calendar month of the cover date.
15. Agency commission will only be given to agencies recognised by the PPA.