

VOXX

VOXXONLINE.COM

MEDIA PACK 2017



6000
copies circulating
per issue

Over
1000
followers on Twitter

904
Facebook likes

About us...

Published by community organisation CPO, VOXX has a unique team of passionate writers and volunteers who are dedicated to producing a forward thinking, quality publication targeted at people aged between 15 and 55 years old. With topical lifestyle pieces on arts, fashion, culture and well being, each issue is full of news, views and reviews which are informative and entertaining and offer the perfect platform for promotion.

We already like to put an emphasis on local businesses and local people to create a sense of community, featuring many independent businesses as well as corporations, community centres, charities, and businesses which can provide health and wellbeing advice to those in need.

VOXX is an A5, full colour, glossy lifestyle publication which is editorially led and available to read for free, in print and online. With 6000 copies printed on a quarterly basis, the magazine is distributed throughout North and North East Lincolnshire as well as Hull and has an average readership of approximately 15,000 per issue. This is in addition to our ongoing flow of online traffic through our website and social media pages throughout the rest of the year.

VOXX is a free quarterly lifestyle magazine distributed across the region.

CONTACT OUR SALES AND DESIGN TEAM for more information

T: 07736 470736
SALES: E: maureen@mycpo.co.uk
DESIGN: E: victoria@mycpo.co.uk
W: www.voxonline.com

VOXX
VOXXONLINE.COM



OUR RATES

1 PRINT ISSUE + FREE ONLINE UPLOAD

Full Page Advert:

- £250 +VAT

Full Page Advertorial:

- £200 +VAT

Half Page Advert:

- £150 +VAT

Half Page Advertorial:

- £100 +VAT

Quarter Page Advert:

- £100 +VAT

Eighth Page Advert:

- £65 +VAT

DPS + Featured Website Post with Facebook Link:

- £400 +VAT

SPECIALS

Bronze Package:

2 insertions = 10% discount + 1 featured post on website with Facebook link

Silver Package:

3 insertions = 20% discount + 1/2 page editorial in print + 2 featured posts with Facebook link

Gold Package:

4 insertions = 30% discount + full page editorial + 3 featured posts with Facebook link

Sponsorship:

Exclusive sponsorship of regular features can offer effective product placement and brand association. Ask us for more information about this package!

MEET THE VOXX TEAM

We're here to help in any way we can to make sure your business gets as much exposure as possible for the best possible price.



Stephen Ryder
Managing Director



Maureen Favill
Operations
Manager/Sales



Victoria Hydes
Magazine Editor &
Creative Director



Sally O'kane
Project Coordinator



Joanne Steel
Senior Administrator

What we can offer...

ADVERTISING

Advertising in VOXX offers you the unique opportunity of targeting members and business associates in a number of different ways, each one designed to suit your business needs and budget. From attractive conventional display advertisements to company profiles, adverts can be placed in either key display positions or in support of specific features.

EDITORIAL

A very popular promotional medium is paid for editorial. You can either provide your own copy or a member of our team can assist with producing your article. Editorial allows you to include more detailed information than you can in an ordinary advertisement.

SPONSORSHIP

Sponsorship provides an excellent and cost effective way to maximise awareness of your brand. There are several sponsorship opportunities available, offering you the chance to be linked to key events, regular features and articles or designated pages.

FREE DESIGN SERVICE

If you need advice on artwork, our in-house design team can create customised, eye-catching advertisements and other promotional items to meet your requirements, and at no extra cost to you.

REPRINTS/RUN-ONS

We can create reprints of any advertisement or article for use in future promotions or marketing activity. We can also provide you with extra copies of a specific edition as run-ons, but this must be requested prior to publication.

ONLINE PROMOTION

As well as printing you a high-quality glossy magazine advert, we do offer you the chance to have a piece of editorial feature directly on our ever-growing website voxxonline.com in the form of an article that can then be shared around social media. This is a much shorter-term option, but could still be well worth considering if you have an offer or event running at a time of the year where we are not printing an issue, or simply want an extra boost.

2017 Calendar...

Our issues are released quarterly (February, May, August and November) on the 21st of the month, both in print and online. Artwork must be submitted by the 8th of the month. If you fail to submit your artwork in time and you have advertised with us before, we will use previous materials instead.

February

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

May

S	M	T	W	T	F	S
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

- Booking deadline
- Artwork due
- Issue release date

We're happy to tailor your advertising to you in the best way we possibly can, with options both in print and online. Send us your adverts and we'll always try to place them near relevant editorial content to your audience. If you would prefer to go down the editorial route, we're also happy to come by your business and take some photographs and quotes to add more depth to your promotion. If you would like a little extra, our website is viewed daily and all our content is shared to Facebook and Twitter when it goes live, greatly increasing your audience even further in the short term if you choose to advertise there.



This could be You!

Artwork specifications

FULL PAGE ADVERTISEMENT:

138mm x 200mm (inset)
 154mm x 216mm (includes 3mm symmetrical bleed - all content must be within 138mm x 200mm boundary)

HALF PAGE ADVERTISEMENT:

138mm x 97mm

QUARTER PAGE ADVERTISEMENT:

68mm x 97mm

Check us out online...



voxxmagazine



VOXX



voxxmagazine



www.voxxonline.com

...and look out for our print issues around town



Contact Details

T: 07736 470736

SALES: E: maureen@mycpo.co.uk

DESIGN: E: victoria@mycpo.co.uk

W: www.voxxonline.com



TERMS AND CONDITIONS...

1. The term ADVERTISER, as used in these conditions, means the party who books the space in the publication and is responsible for payment.

2. The term PUBLISHER, as used in these conditions, means the PUBLISHER CPO Media Ltd.

3. These conditions shall apply to all advertisements appearing in or distributed with a publication and any supplementary or ancillary publication produced by the PUBLISHER. Where specific conditions apply either to display or classified advertisements this will be stated.

4. All advertisements must comply with the British Code of Advertising Practice.

5. All advertisements published by the PUBLISHER are deemed to be warranted by the ADVERTISER not to be in contravention of the Trade Descriptions Act 1968, the Sex Discrimination Act 1978 and 1986 or the Race Relations Act 1976 (together referred to as 'the legislation'). In any event the ADVERTISER hereby agrees to indemnify the PUBLISHER against any claim, damage or expenses arising from any claim under the legislation in respect of any advertisement inserted in space booked by the Advertiser.

6. The copyright in all advertisements shall belong to the ADVERTISER or alternatively shall be the subject of a licence in favour of the ADVERTISER and the ADVERTISER hereby indemnifies the PUBLISHER against any claim, damage or expenses arising from any claim for breach of copyright in respect of any advertisement inserted in space booked by the ADVERTISER.

7. The PUBLISHER shall not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever unless:
(a) resulting from the PUBLISHER's

negligence (as defined in Section 1 of the Unfair Contract Terms Act, 1977) such error, late publication or the failure of an advertisement to appear shall cause death or personal injury, or

(b) the circumstances giving rise to such loss or damage are such that the exclusion of responsibility for such loss or damage does not satisfy the requirement of reasonableness imposed by the Unfair Contract Terms Act, 1977, save as aforesaid the ADVERTISER will indemnify the PUBLISHER against any damage and/or expense which the PUBLISHER may incur as a direct or indirect consequence of the ADVERTISER's announcement.

8. Display advertisements shall be placed in accordance with the advertisement rates in force at the time the order is placed and it shall be the responsibility of the ADVERTISER to ensure that she/he is apprised of the rates in force at the time. The advertisement rates as quoted are net of any tax which may be chargeable and which will be added to the price to be paid by the ADVERTISER. (These prices are non-negotiable.)

9. The PUBLISHER reserves the right to surcharge in the event of insertions not being completed within the contractual period.

10. The PUBLISHER reserves the right to refuse cancellations or transfers unless they are received not less than five weeks before the date of insertion, or the specific copy deadlines of the publication, whichever is the later.

11. Copy must be supplied without application from the PUBLISHER. In the event of the copy instructions not being received by the copy date the PUBLISHER reserves the right to repeat the copy last issued.

12. The PUBLISHER cannot accept responsibility for changes in dates of insertion and copy unless these are confirmed in writing in time for changes

to be made. The PUBLISHER reserves the right to charge for any additional expense involved in such changes.

13. A proof of advert will be sent prior to publication. This is for the ADVERTISER's approval and to make any necessary amendments. Where the PUBLISHER does not provide proofs, every care will be taken during typesetting but the PUBLISHER accepts no liability for errors.

14. The ADVERTISER shall be responsible for the insurance of all advertisement material delivered to the PUBLISHER and the PUBLISHER cannot accept any liability for any loss or damage.

15. The ADVERTISER will provide all materials for the advertisement (including electronic files), in accordance with such technical specifications as the PUBLISHER may require from time to time. Unless PUBLISHER receives the advertising insertion in the proper form and as per the PUBLISHER's instructions, or if the PUBLISHER is required to perform additional production work as a result of the ADVERTISER's failure to confirm to the PUBLISHER's requirements and/or instructions, the PUBLISHER (in its absolute discretion) reserves the right (a) to make additional charges to the ADVERTISER for the cost of any such production work or (b) to treat the ADVERTISER as having cancelled. If the PUBLISHER has to amend the format of an advertisement because the ADVERTISER has not met the correct technical specification, it will not be liable for any unexpected changes to the colour or to text characters and their spacing that may result. Complaints regarding reproduction of advertisements must be received in writing within one calendar month of the cover date.

16. Disputes regarding invoices must be received in writing within 30 days from the invoice date.



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