

THE FORRES FOCUS

A COMMUNITY MAGAZINE AND LOCAL BUSINESS DIRECTORY FOR FORRES

Dear Forres Business,

I hope you don't mind me getting in touch, but I'm planning to start up a community magazine and local business directory for Forres, and wondered whether you might be interested in giving advertising a try? It will be a full colour, A5, 48-page magazine, hand-delivered to 3000 homes in Forres, and with copies also available to pick up within the town. I plan to get one issue out before the end of this year, and hopefully will continue quarterly next year.

Background. I currently produce something similar for Lossiemouth (copy enclosed). It's been running for 5 years and I've just finished the 28th issue (to see other copies online go to www.thelossielocal.co.uk). I've thought for a while now about setting up another magazine, and as I'm often in Forres (my children are at school there), it seemed a natural choice!

Distribution and Delivery. The print run will be 4000 copies, approx. 3000 of which will be delivered by a community group (if you'd like a list of the specific streets covered please ask). The remaining copies will be left out and about for people to pick up (places like the post office/library/community centre/newsagents etc).

Community Focus. The magazine will have a strong community identity and feel, ensuring that it's an interesting and above all useful read that will be regularly referenced. Space will be donated each issue, either free of charge or at reduced rates, for local charities and non-profit making organisations to use. I always aim for at least £200 to be donated to local and national charities each issue, and a £350 donation will be made to the community group delivering the magazine.

Why Should I Advertise? My aim is to provide affordable local advertising, whilst producing a magazine that has community information relevant to the local area and is useful for its readers. Hopefully you'll see that by flicking through the Lossie magazine. If you'd like to remind residents of your presence in Forres, publicise your opening hours, promote any special offers etc, then this may be one way to do it. It certainly works for many of the businesses in and around Lossie. I'd like to stress that there will never be any pressure to advertise, or to continue with an ad if you decide to try. I'm quite happy for it to be a one-off, or for people to dip in and out as suits.

Prices & Payment. Prices for a quarter page are £34, half page £54 and full page £87. Premium spots are £120 for the inside front cover, £105 for the inside back cover and £135 for the back cover. A double page editorial starts at £140, and the centre page double spread is £150. As a small and independently run enterprise I'm not VAT registered, so those are the final prices (black and white adverts are slightly less – please enquire).

For this first issue I ask that payment is received at the time of booking in order to secure your space and for me to be able to cover the initial print costs. Thereafter I'll invoice following publication. Payment can be made by cash, cheque or internet bank transfer.

First Issue. The first issue will be published as soon as I've enough advertisers to make it viable, and bookings will be taken on a first come, first served basis. A provisional print deadline will be Friday 26 September, with distribution mid-to-late October. Maximum page count will be 48 pages (this is the most cost-effective size and allows for the maximum charity donation).

What Next? If you have any questions, or wish to discuss any aspect further, then please don't hesitate to contact me on nicky@thelossielocal.co.uk or 01343 815328. I work from home around my children, so if you ring and have to leave a message I'll always endeavour to get back to you as soon as I can.

If you'd like to give it a go then please get in touch asap to reserve the space. I'll also provide details of specific ad sizes and what format to send in. If you don't currently have an advert ready to go we can discuss the options available.

Thank you for your time, and I'll possibly hear from you soon.

Warm Regards,

Nicky

Nicola Slater

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