



# MEDIA PACK





# OUR MISSION

**The Directory Group has been established for over 19 years, so we know better than anyone how to generate new business for our customers.**

We help local companies win more local business, through targeted and effective advertising campaigns in our 7 monthly directories. Our directories are hand-delivered by our dedicated distribution team to more homes than any other local publication across the south of Hampshire and West Sussex.

The community is at the heart of everything we do, and we strive to remain involved in all things local.

We are also proud to be fully engaged with our local community, including raising awareness for our local chosen charities throughout the year. We call this the Care Factor, providing the link between our Customers, Community and Charities.

83,500 COPIES HAND-DELIVERED  
BY TDG'S OWN DISTRIBUTION  
TEAMS EACH MONTH

## Company Ethos

- Our aim is simple: To help our customers win more local business and offer the most useful advice around
- We are honest, passionate and very proactive
- We are friendly, approachable and always here to help; offering free marketing advice along with a nice cuppa
- We work very hard to achieve our objectives, and we treat every single business as if it were our own...



# OUR MONTHLY DIRECTORIES

Our first ever directory, the Petersfield Directory, was established in 2005. Due to popular demand, we have since launched 6 other directories across the south of Hampshire and West Sussex, reaching **235,000 readers – more than any other local publication!**

## OFFERING YOU FREE ADVERT DESIGN

**Our free design service** allows you to shout about your business in the best possible way. Our directories are hand-delivered through the letterboxes of 83,500 homes by our team of **200** distributors each month, and all deliveries take place over a 7 day period, so you know exactly when they will be delivered. Our own distribution manager co-ordinates all of our services from the TDG distribution centre.



“Time and time again Hampshire Media Group and especially their Directories are our highest source of new customers. The service we get is outstanding, and always accommodating wherever possible. ”

- MATERIAL THINGS

### The directories provide:

- A clever mix of directive and awareness advertising
- Our customers who advertise with us always rebook thanks to our tried and tested method of marketing
- Eye-catching advertising campaigns
- A brilliant mix of engaging content including competitions, quizzes, informative articles and business features
- A perfect platform to generate great new business

# DIRECTORY AREA EDITIONS

We offer 7 different area editions so that you can target specific locations while maximising your budget and response! Our monthly publications are hand-delivered at agreed times, during a seven day period each month, by our own TDG distribution teams, and coordinated by our Distribution Manager.

**You can book 1 edition or more...**

We understand budgets, so no matter how large or small your allocation for marketing and advertising, we can work with it in order to drive awareness and sales to your business. Every pound spent with The Directory Group goes towards winning you more local business in the areas you choose, reaching 235,000 readers every month.

## Our areas & quantities:

Petersfield edition  
Dist: 8,500

Rowlands Castle & Havant edition  
Dist: 10,000

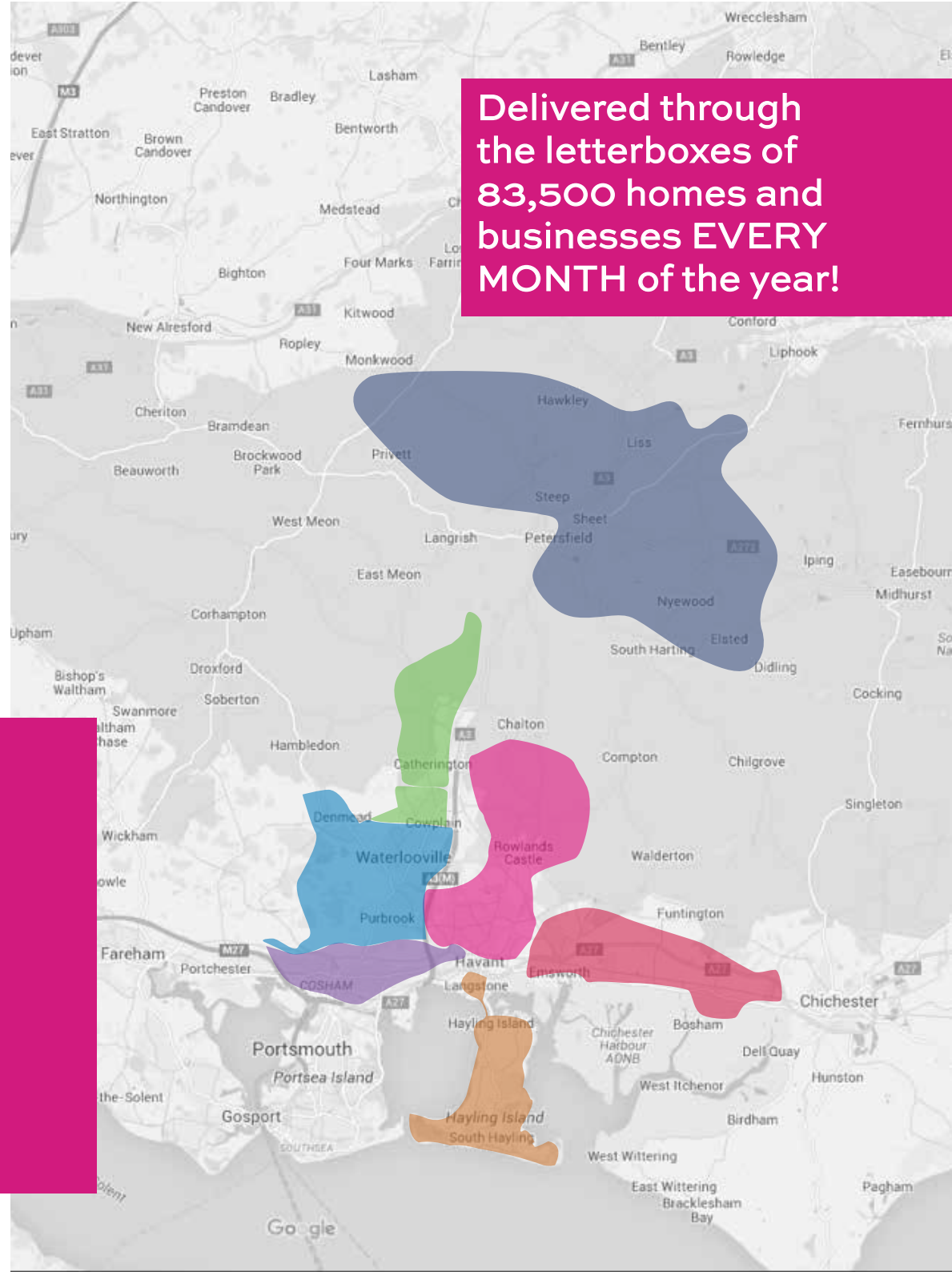
Clanfield, Horndean & Cowplain edition  
Dist: 15,700

Waterlooville, Denmead Purbrook & Widley edition  
Dist: 16,500

Farlington, Drayton & Cosham edition  
Dist: 11,300

Hayling Island edition  
Dist: 8,900

Emsworth edition  
Dist: 12,600



Delivered through  
the letterboxes of  
83,500 homes and  
businesses **EVERY**  
**MONTH** of the year!



# MULTI-PLATFORM OFFERING



7 PRINTED  
AREA VERSIONS  
83,500



DIGITAL ISSUU  
EDITIONS  
Online: unlimited

## WEBSITE COVERAGE



ORGANIC  
SOCIAL MEDIA  
CAMPAIGNS



# LOCAL PLANNING & DIGITAL MARKETING

From direct business owners to agencies, we can advise and plan the most effective channels, messaging and brand visuals to communicate your businesses services, positioning and unique attributes. We will work with you to build the most effective marketing and/or advertising plan to fit with your vision, time constraints and budget using, our integrated range of solutions – including print, direct and digital marketing.

Our bespoke social media campaigns are tailored to any business type and message and promoted via our Facebook and Instagram accounts.

We offer the opportunity for companies to promote themselves to over 13,500 local followers across all of our social media platforms.

Social media advertising offers the perfect opportunity to take your business to a new, online audience and promote a specific aspect of your business in greater detail. Social media campaigns can also be ran through our customer's own social media accounts if required, at no extra charge.



## YOU WILL GET:

- Up to two advert designs and text
- Posted on our TDG Facebook & Instagram accounts during prime times to maximise online reach



SOCIAL MEDIA ADVERTISING - CONTENT CREATION

# DESIGN & BRANDING

Our in-house studio and graphic design team can be utilised across a full suite of services where no job is too big or too small.

From company identity, branding and assets through to bespoke creation of your advertisements, articles and marketing material – we offer this service both independently and part of our promotional packages.

## COMBINING GREAT DESIGN AND EFFECTIVE COPY TO GAIN YOU MORE BUSINESS...



- Our in-house graphic designers continue to provide sharp, innovative design solutions for an array of local businesses.
- We will work with you on advertisements, brochures, business cards, websites, social media, leaflets and copy writing to create a visual masterpiece communicating your key messages.
- Whether you desire to have straight-forward advertisement creation or an entire re-branding, we have the tools ready to support.
- We're passionate, ready, and waiting to transform the way in which people perceive your business.



## ADVERTISING RATES

| Advertising Rates Per Area Edition*       | Monthly Distribution | Full Page Advert | Half Page Advert | Quarter Page Advert | Eighth Page Advert | Half Page Advertorial | Full Page Advertorial | Front Cover | Back Cover | Inside Front Cover |
|---|----------------------|------------------|------------------|---------------------|--------------------|-----------------------|-----------------------|-------------|------------|--------------------|
| Petersfield                               | 8,500                | £194             | £103             | £66                 | £39                | £103                  | £194                  | £520        | £380       | £230               |
| Clanfield, Horndean & Cowplain            | 15,700               | £249             | £130             | £88                 | £49                | £130                  | £249                  | £650        | £495       | £299               |
| Waterlooville, Denmead, Purbrook & Widley | 16,500               | £249             | £130             | £88                 | £49                | £130                  | £249                  | £650        | £495       | £299               |
| Farlington, Drayton & Cosham              | 11,300               | £226             | £121             | £77                 | £45                | £121                  | £226                  | £600        | £440       | £260               |
| Rowlands Castle & Havant                  | 10,000               | £194             | £103             | £66                 | £39                | £103                  | £194                  | £520        | £380       | £230               |
| Hayling Island                            | 8,900                | £194             | £103             | £66                 | £39                | £103                  | £194                  | £520        | £380       | £230               |
| Emsworth                                  | 12,600               | £226             | £121             | £77                 | £45                | £121                  | £226                  | £600        | £440       | £260               |

| All Area Advertising Rates*<br>7 Area Editions (These have a 50% Discount applied)   | Full Page Advert | Half Page Advert | Quarter Page Advert | Eighth Page Advert |
|--|------------------|------------------|---------------------|--------------------|
| <b>83,500 homes</b> - Petersfield, Clanfield & Horndean, Cowplain, Waterlooville, Denmead, Purbrook & Widley, Farlington, Drayton & Cosham, Rowlands Castle & Havant, Hayling Island & Emsworth. | £770             | £495             | £245                | £125               |

\*All prices exclude vat.

Full, Half and Quarter page adverts within individual areas minimum 3 month booking.

Advertorials, Prime space (Front, Back and Inside Covers) and All Area bookings can be booked per month.

## LEAFLET DISTRIBUTION RATES

We offer a distribution service with our monthly publications (to any of the above listed areas).

From cards, leaflets, to menus, we can distribute them all!

£25 plus vat per 1000.

## DESIGN SERVICES

We offer a design service for all marketing material including, leaflets, cards and brochures.

Please enquire for a personalised quotation.

## SOCIAL MEDIA RATES

We can design and write 2 different posts (social media adverts) and share them on our Instagram and Facebook accounts – to thousands of our local followers 3 times each week.

£100 plus vat each month - 3 month minimum commitment.

## PAYMENT TERMS


14 day terms or monthly terms available. Payment methods: Go Cardless – Credit/Debit – BACS.







## ADVERTISING SIZES

|   |  |   |   |
|---|--|---|---|
| <b>Front Cover</b><br><div> 'on page' size (mm)<br/> 142(h)<br/> x119(w) </div>   | <b>Back Cover</b><br><div> trim size (mm)<br/> 210(h)x148(w)<br/> bleed size (mm)<br/> 216(h)x154(w) </div>  | <b>Full Page &amp; Inside Front</b><br><div> trim size (mm)<br/> 210(h)x148(w)<br/> bleed size (mm)<br/> 216(h)x154(w) </div> | <b>Half Page Column</b><br><div> 'on page' size (mm)<br/> 191(h)<br/> x64(w) </div> |
| <b>Half Page Horizontal</b><br><div> 'on page' size (mm)<br/> 92(h)x134(w) </div> | <div>  <b>Quarter Page</b><br/> 'on page' size (mm)<br/> 92(h)x64(w) </div> | <b>Full Page Advertorial</b><br><div> trim size (mm)<br/> 210(h)x148(w)<br/> bleed size (mm)<br/> 216(h)x154(w) </div>        | <b>Half Page Advertorial</b><br><div> 'on page' size (mm)<br/> 92(h)x134(w) </div>  |

We accept PDFs and JPEGs as file formats when supplying adverts to us.

## 2024 DEADLINE DATES

### JANUARY 2024 EDITION

Artwork/Copy deadline: 14th Dec 2023

### FEBRUARY 2024 EDITION

Artwork/Copy deadline: 17th Jan

### MARCH 2024 EDITION

Artwork/Copy deadline: 14th Feb

### APRIL 2024 EDITION

Artwork/Copy deadline: 13th Mar

### MAY 2024 EDITION

Artwork/Copy deadline: 10th Apr

### JUNE 2024 EDITION

Artwork/Copy deadline: 8th May

### JULY 2024 EDITION

Artwork/Copy deadline: 12th Jun

### AUGUST 2024 EDITION

Artwork/Copy deadline: 10th Jul

### SEPTEMBER 2024 EDITION

Artwork/Copy deadline: 12th Aug

### OCTOBER 2024 EDITION

Artwork/Copy deadline: 11th Sept

### NOVEMBER 2024 EDITION

Artwork/Copy deadline: 9th Oct

### DECEMBER 2024 EDITION

Artwork/Copy deadline: 14th Nov



# Hampshire

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Leaflet  
Distribution  
Direct



Beautiful South