



MEDIA PACK



OUR MISSION

The Directory Group has been established for 17 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 nine 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, from raising awareness for our three local chosen charities throughout the year to Community News pages focusing on each local area. We call this the Care Factor, providing the link between our Customers, Community and Charities.

**92,300 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 nine eight other directories across the south of Hampshire and West Sussex, reaching **230,000 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 92,300 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.



“We love working with the directory group. It’s always been a pleasure dealing with Denise and the team, they make you feel valued and part of the family. Our advert works really well and a great return on investment.”

- HAPPY KITCHENS UK

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 eight 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 230,000 readers every month.

Our areas & quantities:

Petersfield edition
Dist: 8,400

Rowlands Castle & Havant edition
Dist: 10,000

Clanfield, Horndean & Cowplain edition
Dist: 15,700

Meon Valley edition
Dist: 9,500

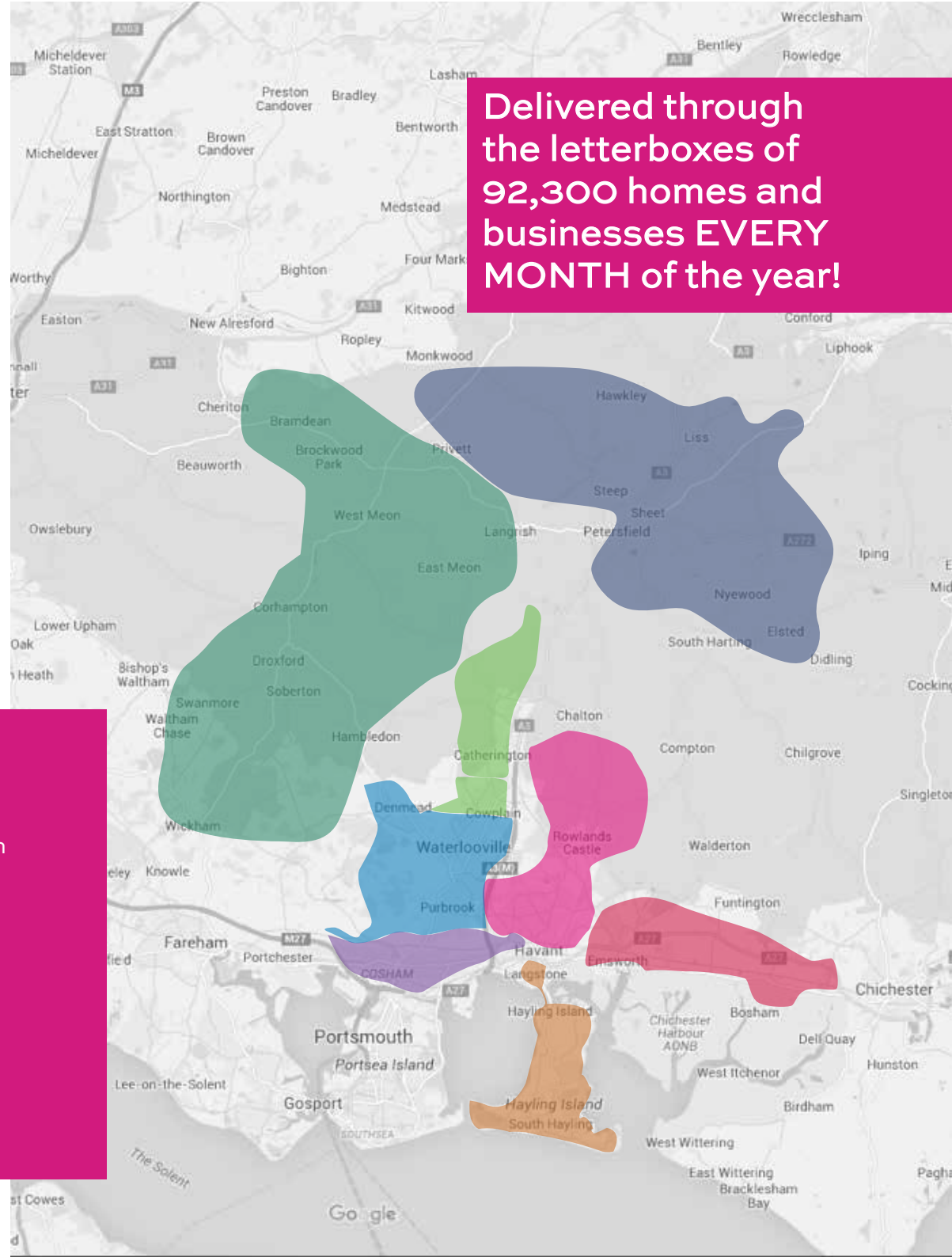
Waterlooville, Denmead
Purbrook & Widley edition
Dist: 16,100

Farlington, Drayton &
Cosham edition
Dist: 11,200

Hayling Island edition
Dist: 8,800

Emsworth edition
Dist: 12,600

Delivered through
the letterboxes of
92,300 homes and
businesses **EVERY**
MONTH of the year!



MULTI-PLATFORM OFFERING



8 PRINTED
AREA VERSIONS
92,300



DIGITAL ISSUU
EDITIONS
Online: unlimited

WEBSITE & NEWSFEED
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, Instagram and Twitter accounts.

We offer the opportunity for companies to promote themselves to over 16,000 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 & Twitter accounts during prime times to maximise online reach



GOOGLE ADS - 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*	Full Page Advert	Half Page Advert	Quarter Page Advert	Half Page Advertorial	Full Page Advertorial	Front Cover	Back Cover	Inside Front Cover
Petersfield	£194	£103	£66	£103	£194	£520	£380	£230
Clanfield, Horndean & Cowplain	£249	£130	£88	£130	£249	£650	£495	£299
Waterlooville, Denmead, Purbrook & Widley	£249	£130	£88	£130	£249	£650	£495	£299
Farlington, Drayton & Cosham	£226	£121	£77	£121	£226	£600	£440	£260
Rowlands Castle & Havant	194	£103	£66	£103	£194	£520	£380	£230
Hayling Island	£194	£103	£66	£103	£194	£520	£380	£230
Emsworth	£226	£121	£77	£121	£226	£600	£440	£260
Meon Valley	£194	£103	£66	£103	£194	£520	£380	£230

over 50% discount bookings**	Full Page Advert	Half Page Advert	Quarter Page Advert	Mini Advert
82,800 homes - Clanfield & Horndean, Cowplain, Waterlooville, Denmead, Purbrook & Widley, Farlington, Drayton & Cosham, Rowlands Castle & Havant, Hayling Island & Emsworth.	£770	£495	£245	£125
92,300 homes - Clanfield & Horndean, Cowplain, Waterlooville, Denmead, Purbrook & Widley, Farlington, Drayton & Cosham, Rowlands Castle & Havant, Hayling Island, Emsworth & Meon Valley.	£900	£580	£300	£150

*All prices exclude vat. **Full, Half and Quarter page adverts have a 3 month commitment.** Advertorials, and Prime space (Front, Back and Inside Covers) are booked per month.

** For discounted bookings you can book for 1 month only or a 3 month period. Prices exclude vat.

LEAFLET DISTRIBUTION RATES: £25 PER 1000 PLUS VAT

(within our directory area editions.) For leaflet distribution - Minimum distribution of one area applies. Out of area distribution also available with a personalised quotation on request.


PAYMENT TERMS

14 day terms or monthly terms available (on 6 month bookings or monthly amounts over £225). Payment methods: Go Cardless – Credit/Debit – BACS.





ADVERTISING SIZES

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

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

2022 DEADLINE DATES

JANUARY 2022 EDITION

Artwork/Copy deadline: 9th Dec

FEBRUARY 2022 EDITION

Artwork/Copy deadline: 14th Jan

MARCH 2022 EDITION

Artwork/Copy deadline: 11th Feb

APRIL 2022 EDITION

Artwork/Copy deadline: 11th Mar

MAY 2022 EDITION

Artwork/Copy deadline: 14th Apr

JUNE 2022 EDITION

Artwork/Copy deadline: 13th May

JULY 2022 EDITION

Artwork/Copy deadline: 17th June

AUGUST 2022 EDITION

Artwork/Copy deadline: 15th July

SEPTEMBER 2022 EDITION

Artwork/Copy deadline: 12th Aug

OCTOBER 2022 EDITION

Artwork/Copy deadline: 16th Sept

NOVEMBER 2022 EDITION

Artwork/Copy deadline: 14th Oct

DECEMBER 2022 EDITION

Artwork/Copy deadline: 11th Nov

CONTACT US

For all sales enquiries email:
sales@thedirectorygroup.co.uk

01730 260746
www.thedirectorygroup.co.uk

The Directory Group, Unit 1 Viceroy Court,
Bedford Road, Petersfield, Hants, GU32 3LJ



Part of
Hampshire
MEDIA GROUP

