the Directory group

MEDIA PACK

OUR MISSION

The Directory Group has been established for over 21 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

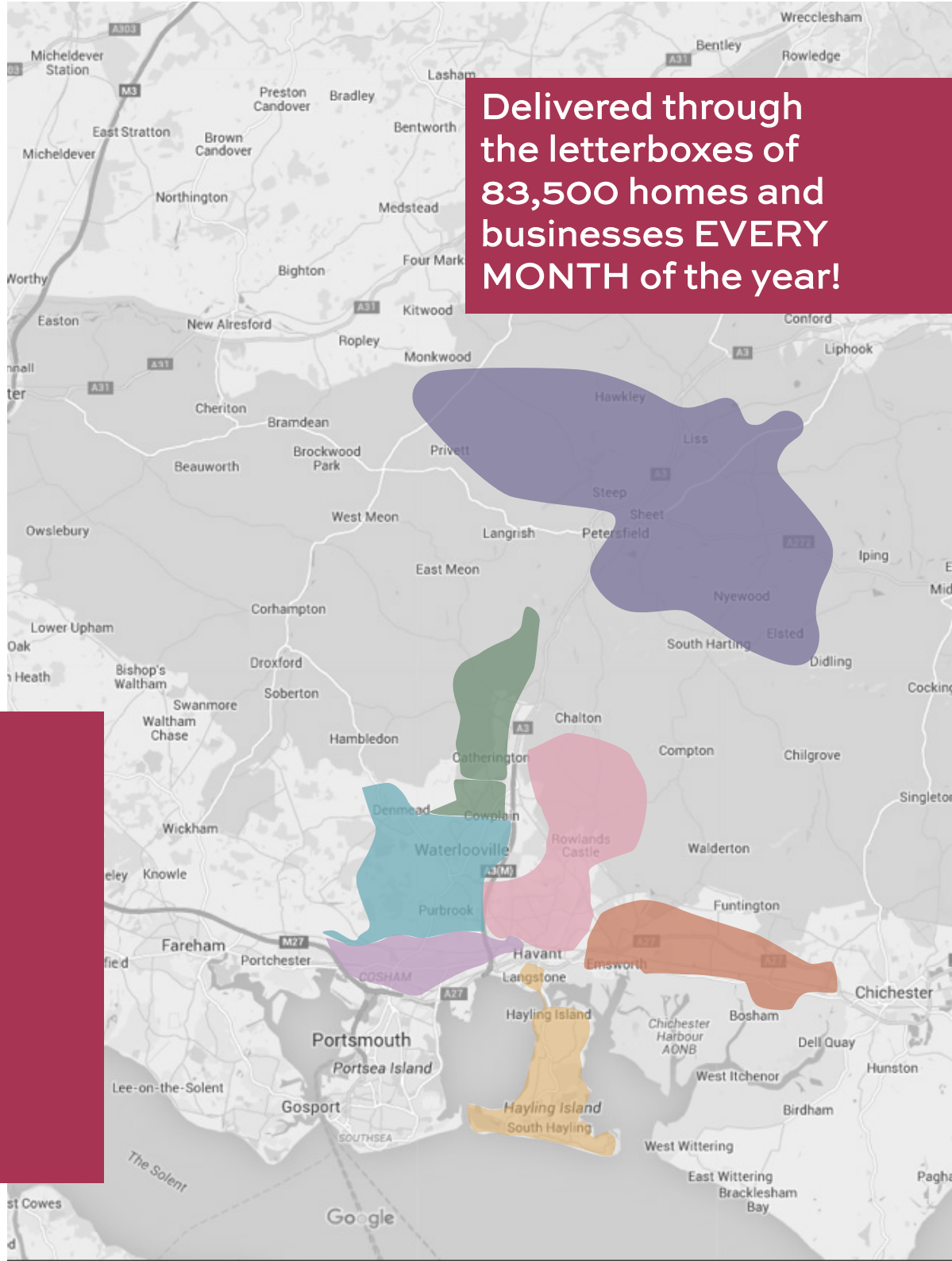
Clanfield, Horndean & Cowplain edition
Dist: 15,700

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



MULTI-PLATFORM OFFERING

7 PRINTED AREA VERSIONS
83,500

DIGITAL EDITIONS
Online: unlimited

WEBSITE COVERAGE

ORGANIC SOCIAL MEDIA CAMPAIGNS

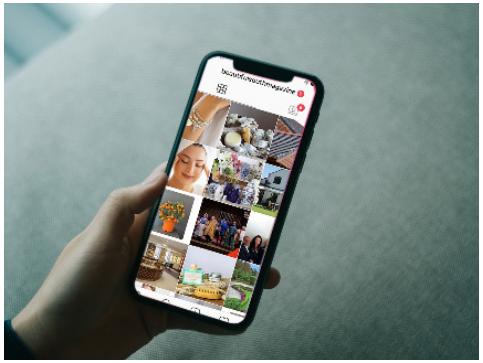
LOCAL PLANNING & DIGITAL MARKETING

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 21,000 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 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	Full Page Company Spot-light/ Editorial	Half Page Company Spotlight/ Editorial	Front Cover	Back Cover	Inside Front Cover
Petersfield	8,500	£180	£95	£66	£39	£180	£95	£520	£380	£230
Clanfield, Horndean & Cowplain	15,700	£210	£120	£88	£49	£210	£120	£650	£495	£299
Waterlooville, Denmead, Purbrook & Widley	16,500	£210	£120	£88	£49	£210	£120	£650	£495	£299
Farlington, Drayton & Cosham	11,300	£195	£110	£77	£45	£195	£110	£600	£440	£260
Rowlands Castle & Havant	10,000	£180	£95	£66	£39	£180	£95	£490	£350	£230
Hayling Island	8,900	£175	£95	£66	£39	£175	£95	£490	£350	£230
Emsworth	12,600	£195	£110	£77	£45	£195	£110	£600	£440	£245

All Area Advertising Rates* 7 Area Editions (These have a HUGE Discount applied)	Full Page Advert	Half Page Advert	Quarter Page Advert	Eighth Page Advert	Full Page Company Spotlight/ Editorial	Half Page Company Spotlight/ Editorial
83,500 homes - Petersfield, Clanfield & Horndean, Cowplain, Waterlooville, Denmead, Purbrook & Widley, Farlington, Drayton & Cosham, Rowlands Castle & Havant, Hayling Island & Emsworth.	£799	£550	£299	£150	£650	£450

*All prices exclude vat. Full, Half and Quarter and Eighth page adverts within individual areas minimum 3 month booking. Company Spotlight/ Editorials, 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.

WE CAN DESIGN, PRINT & DELIVER A5 DOUBLE SIDED LEAFLETS

10,000 ONLY £399 plus vat

20,000 ONLY £700 plus vat

HAVE YOUR OWN LEAFLETS?

We can distribute for
Only £25 plus vat per 1000
Delivered into any of our areas

ADVERTISING SIZES

Front Cover	Back Cover	Full Page & Inside Front	Half Page Column	Eighth Page
'on page' size (mm) 146(h) x133(w)	trim size (mm) 210(h)x148(w) bleed size (mm) 216(h)x154(w)	trim size (mm) 210(h)x148(w) bleed size (mm) 216(h)x154(w)	'on page' size (mm) 191(h) x64(w)	'on page' size (mm) 43(h)x64(w)

Half Page Horizontal	Quarter Page	Full Page Advertorial	Half Page Advertorial
'on page' size (mm) 92(h)x134(w)	'on page' size (mm) 92(h)x64(w)	trim size (mm) 210(h)x148(w) bleed size (mm) 216(h)x154(w)	'on page' size (mm) 92(h)x134(w)

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

2026 DEADLINE DATES

FEBRUARY 2026 EDITION
Artwork/Copy deadline: 16th Jan
Distribution of Directories: 31st Jan – 4th Feb

MARCH 2026 EDITION
Artwork/Copy deadline:12th Feb
Distribution of Directories: 28th Feb – 4th Mar

APRIL 2026 EDITION
Artwork/Copy deadline: 17th Mar
Distribution of Directories: 1st Apr – 7th Apr

MAY 2026 EDITION
Artwork/Copy deadline: 16th Apr
Distribution of Directories: 1st May – 5th May

JUNE 2026 EDITION
Artwork/Copy deadline: 14th May
Distribution of Directories: 29th May – 2nd Jun

JULY 2026 EDITION
Artwork/Copy deadline: 15th June
Distribution of Directories: 1st Jul – 5th Jul

AUGUST 2026 EDITION
Artwork/Copy deadline: 17th July
Distribution of Directories: 1st Aug – 5th Aug

SEPTEMBER 2026 EDITION
Artwork/Copy deadline: 13th Aug
Distribution of Directories: 28th Aug – 1st Sept

OCTOBER 2026 EDITION
Artwork/Copy deadline: 17th Sept
Distribution of Directories: 2nd Oct – 6th Oct

NOVEMBER 2026 EDITION
Artwork/Copy deadline: 16th Oct
Distribution of Directories: 31st Oct – 4th Nov

DECEMBER 2026 EDITION
Artwork/Copy deadline: 13th Nov
Distribution of Directories: 28th Nov – 2nd Dec