

# Sussex Mini Mags

Become a **Household Name** – Get **Recognised** and Talked about  
– Build **Trust** where it Counts - **Locally**

**Why the Handbooks will work for You – OWN YOUR OWN POSTCODE**

## Look

High definition print, multiple colours and superior paper the Handbook is at the top end of the advertising periodicals. Complimenting and underlining your business profile. Its long standing presence in the area and regular distribution, engender trust and reliability in both the Handbook and its advertisers – no bad thing in this day and age.

## Distribution

Hand delivered free monthly to 9000 targeted homes in one of the most prosperous areas in the country. With further copies delivered to selective pick up / browse points - in RH15 / RH16 / RH17. Over **17,000+** household during any 2 months will regularly get a chance to see your advert providing huge exposure for your business, in all the right places and for longer.

## Rates

Our rates as attached are extremely competitive and fully inclusive your advert will be included in the Mid Sussex Handbook which is circulated throughout Burgess Hill, Lindfield, Cuckfield and Haywards Heath. Scaynes Hill, Horsted Keynes and Ardingly are covered on a 3 month rotation. The Handbook is well recognised and kept by many households month on month. Any new adverts placed in it benefit immediately from this positioning.

## Content

The Handbook is a community resource containing advertisements for local businesses and services, editorial features, community information, local events listings, local charitable events etc. All this makes them “sticky”. Not thrown away each week like a local newspaper or flyers. We include this useful information and other articles so that readers keep them as a reference for the whole month and often well beyond.

## Free Online Business Directory

In conjunction with the Handbook we also maintain a business directory online at [www.handbooksonline.co.uk](http://www.handbooksonline.co.uk) this is provided free to businesses who book minimum of three issues and we will put in your contact details a brief description of your business and a link to your website if appropriate.



**Don't**  
**Do**

pay for advertising that's thrown away before its read.  
get yourself maximum exposure and hang around for longer in the right places.

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2012 Rate Card valid for bookings taken up to 31/12./12

Colour or B&W Prices per issue	1 issue	2 issues	3 issues	6 issues	12 issues
1/8 Page	£42	£38	£36	£33	£31
1/4 Page	£61	£59	£55	£53	£49
Half Page	£115	£110	£104	£99	£93
Full Page	£176	£165	£156	£145	£134
Front Cover	£309	Max 1 issue every 4 months			
Back Cover	£275	Max every other issue			
Inside Front Cover	£220	£209	£198	£187	£165
Inside Back Cover	£220	£209	£198	£187	£165
Leaflet Distribution	£40	Per 1000 leaflets			
Feature / Editorial / Promotion	£132	Full Page please phone for details			

### Copy Deadline

New or revised adverts by 10<sup>th</sup> of each month for inclusion in the subsequent months issue.

### Copy Specifications

Adverts can be sent electronically - PowerPoint, MS Publisher, TIFF, JPEG, PDF and most formats are acceptable. Hard copy can be taken though a fee may be levied reproduce electronically.

Please Note – If you'd like ink (usually background colour) to completely cover the page then an extra 3mm is required all round the advert this is called Bleed Area.

Any type / borders must be well within the trimmed page size

### Advert Sizes

Type	Width x Height	Detail
Front Cover	120mm x 165mm	
Back Cover	148.5mm x 210mm	154.5mm x 216mm Inc 3mm Bleed all round
Full Page	130mm x 190mm	Full Page Trimmed Area
Half Page	130mm x 93mm	
1/4 Page Portrait	63mm x 93mm	

To discuss or reserve a booking please phone Sharon or Phil on 01444 412552 or mobile 07762791428 or send an email to [sharon@handbooksonline.co.uk](mailto:sharon@handbooksonline.co.uk)