



The Lymington Directory

The Village Voice

T: 01590 643969

Email: info@lymingtondirectory.co.uk

www.lymingtondirectory.co.uk

YOUR COMMUNITY MAGAZINES

The aim of both **The Lymington Directory** & **The Village Voice** is to encourage local people to use local trades and services and to provide them with local information.

The Lymington Directory and **The Village Voice** are bi-monthly as we find that households hang onto the magazines for reference until the next one arrives and issuing six editions a year keeps the costs down for advertisers.

We print and deliver *9000 copies of **The Lymington Directory** and *4000 copies of **The Village Voice**.

Every home in the parish of Milford-on-Sea receives a copy of **The Village Voice**, this includes Milford, Keyhaven, Lymore & those areas of Downton within the parish. We also deliver to parts of Everton. This accounts for 3750 magazines and the remainder are left in Milford and Everton shops, cafes and pubs/restaurants and estate agents.

We print 9000 copies of **The Lymington Directory** and deliver 8373 to individual homes in postcodes SO41 3, SO41 8 and SO41 9. Spare copies can be picked up from Lymington Library, Lymington Community Centre, St Barbe Museum, Wetherspools and pubs/hairdressers/cafés/estate agents. The Lymington Directory is delivered by Royal Mail.

Our magazines are printed by Warwick Printers: www.warwickprinting.co.uk

Any 6 edition booking qualifies for one free editorial.**

**All 6 adverts must be paid for to receive the free editorial. If you cancel your advertising before you pay for all 6 advertisements, the cost of the editorial due is £180 for the Lymington Directory and £140 for The Village Voice.

**NB: These are actual copies printed and delivered.*



The Lymington Directory
The Village Voice

01590 643969
E: info@lymingtondirectory.co.uk
www.lymingtondirectory.co.uk
Established 2005

ADVERTISING RATES 2017

YOUR COMMUNITY MAGAZINES

THE VILLAGE VOICE

Published in February, April, June, August, October & December
Copy deadline is 10th of preceding month

All prices are per edition

Ad size	1 edition	3 editions	6+ editions
Full page	£140	£130	£120
Half page	£88	£78	£74
Qtr page	£65	£60	£56
Eighth page	£54	£49	£44

If you wish to take advantage of the price for 6 editions payment may only be made either **in full in advance or by monthly standing order** as detailed below:

£120 then £60 per month for 10 months
£74 then £37 per month for 10 months
£56 then £28 per month for 10 months
£44 then £22 per month for 10 months

Back Cover advertising: £199
Inside Front Cover advertising: £185
Inside Back Cover advertising: £185

SPECIAL OFFER

Book a full or half page ad for 6 editions and receive 1 FREE FULL PAGE EDITORIAL
Book a quarter page ad for 6 editions and receive 1 FREE HALF PAGE EDITORIAL
Book an eighth page ad for 6 editions and receive 1 FREE HALF PAGE EDITORIAL (TO INCLUDE AD)

THE LYMINGTON DIRECTORY

Published in February, April, June, August, October & December
Copy deadline is 10th of preceding month

All prices are per edition

Ad size	1 edition	3 editions	6+ editions
Full page	£180	£160	£150
Half page	£104	£95	£90
Qtr page	£76	£69	£64
Eighth page	£60	£54	£50

If you wish to take advantage of the price for 6 editions payment may only be made either **in full in advance or by monthly standing order** as detailed below:

£150 then £75 per month for 10 months
£90 then £45 per month for 10 months
£64 then £32 per month for 10 months
£50 then £25 per month for 10 months

Back Cover advertising: £240
Inside Front Cover advertising: £204
Inside Back Cover advertising: £204

SPECIAL OFFER

Book a full or half page ads for 6 editions and receive 1 FREE FULL PAGE EDITORIAL
Book a quarter page ad for 6 editions and receive 1 FREE HALF PAGE EDITORIAL
Book an eighth page ad for 6 editions and receive 1 FREE HALF PAGE EDITORIAL (TO INCLUDE AD)



The Lymington Directory

The Village Voice

T: 01590 643969

Email: info@lymingtondirectory.co.uk

www.lymingtondirectory.co.uk

ADVERTISEMENT BOOKING FORM

YOUR COMMUNITY MAGAZINES

I wish to place an advertisement in:

The Lymington Directory The Village Voice

First ad to appear in: February/April/June/ August/October/December edition 20__ (year)

Size: Full Page/Half Page/Quarter Page/Eighth Page (delete as necessary)

For: 1 edition/3 editions/6 editions of The Lymington Directory (delete as necessary)

For: 1 edition/3 editions/6 editions of The Village Voice (delete as necessary)

Payment is required in full for bookings of less than 6 editions

I enclose a cheque payable to The Lymington Directory

I have made a BACS payment on --/--/20--

Account details: The Lymington Directory

Account Number: 42101044

Sort Code: 09-06-66

I am booking a minimum of 6 editions:

I have paid by BACS or enclose a cheque for the full amount **OR**

I have made a BACS payment for the cost of 1 edition of each magazine on --/--/20-- and have set up a monthly standing order for £..... for the 1st of each month

I accept the Terms and Conditions

Signature..... Date.....

Business Name:.....

Contact Name:.....

Telephone:.....

Address:.....

.....

Postcode:.....

Email:.....

Website:.....

Ad Sizes:

Full Page: 129mm x 192mm (portrait)

Half Page: 129mm x 92mm (landscape)

Quarter page: 61mm x 92mm (portrait)

Eighth Page: 61mm x 44mm (landscape)

Copy Deadlines:

January 10th, March 10th, May 10th, July 10th, September 10th, November 10th

PLEASE NOTE IF DUE PAYMENT IS NOT MADE BY THE COPY

DEADLINE YOUR AD WILL NOT BE INCLUDED

The Lymington Directory Terms and Conditions

1. All adverts are accepted by The Lymington Directory on the understanding that reprinting permission has been obtained. It is the advertiser's responsibility to acquire any necessary permissions for the use of any images, logos, photos, trade logos, clip art or any other content that is used in their advert/editorial/article/any other content.
2. It is the advertiser's responsibility to check the advert and ensure that it is correct at copy approval stage. No responsibility will be taken by The Lymington Directory for any errors subsequently identified (i.e. after copy approval).
3. It is the advertiser's sole responsibility to supply new artwork or advise of or request changes to artwork by the relevant copy deadline.
4. Any logos/images/photos supplied should be a minimum of 300dpi. No responsibility can be taken for the print quality of any image/logo/photo supplied at a lower resolution.
5. Any adverts supplied in JPEG, PDF or any other pre-prepared format will be inserted into a The Lymington Directory publication as supplied and will be assumed not to require copy approval. These files may be re-sized to fit the appropriate space.
6. Any advert/editorial/article/design which The Lymington Directory has created cannot be used in another publication or advertising medium (e.g. website) without the written approval of The Lymington Directory. A fee may be payable to The Lymington Directory if an advertiser wishes to re-use an advert/editorial/article/design in this way.
7. The Lymington Directory reserve the right to refuse/edit advertisements at its discretion.
8. The Lymington Directory gives no guarantee of the level of response to adverts/editorial/articles etc.
9. The Lymington Directory are unable to offer a refund if no responses are received.
10. The distribution area of The Lymington Directory may vary at the discretion of the publisher.
11. We reserve the right to refuse publication if payment is not received according to the booking's terms and conditions.
12. Once an advertising package has been confirmed, either by an advertiser signing and returning the order confirmation form, signing online by telephone call, e-mail or letter no refunds can be given if the advertiser subsequently decides that they wish to cancel the advertising booking.
13. For 'Regular Advertisers' the first advert must be paid for at the time of booking, in advance of going to print. Advertisers who received the 6 edition rate must pay for their advert by standing order, unless otherwise agreed, and are advised that their advert will be printed in the magazine until such time as they notify The Lymington Directory that they wish to cancel. Standing orders must be set up so that payment is received by The Lymington Directory by the date specified on the order confirmation form i.e. prior to printing.
14. It is the advertiser's responsibility to inform The Lymington Directory if they wish to stop running their advert. Notification of cancellation must be received 10 days prior to the copy deadline date of the forthcoming issue. If the advertiser cancels their standing order without telling The Lymington Directory and the advert is published, the balance of the booking period will be immediately due in full.
15. If a booking is made on the 6 edition rate but the advertiser does not return the booking form (or sign online) within 14 days after the advert has been printed, The Lymington Directory reserves the right to invoice at the 1 edition rate until the signed booking form and standing order mandate is received.
16. All non-Regular Advertiser bookings are invoiced in full in advance unless agreed otherwise and are payable within 14 days of the date stated on the invoice or by the date stated on the order confirmation form, whichever is sooner. In no circumstances shall the advertiser be entitled to make any deduction or withhold payment for any reason at all.
17. Without prejudice to any other rights of The Lymington Directory if the advertiser fails to pay the invoice price by the due date the advertiser shall not be allowed any discount given in that invoice or in any other way agreed and shall pay interest on any overdue amount from the date of which payment was due to the date of actual payment (whether before or after judgment) on a daily basis at a rate of 4% p.a. over the base rate from time to time quoted by National Westminster Bank plc and shall reimburse to The Lymington Directory all costs and expenses (including legal costs) incurred in the collection of any overdue amount.
18. The Lymington Directory reserves the right to pass outstanding invoices to an appointed debt recovery service provider.
19. Where the term advert is used this means any advertisement, editorial, article, or any other material (e.g. community content) supplied for publication.



The Lymington Directory

The Village Voice

T: 01590 643969

Email: info@lymingtondirectory.co.uk

www.lymingtondirectory.co.uk

LEAFLET DELIVERY BOOKING FORM FOR THE VILLAGE VOICE *

YOUR COMMUNITY MAGAZINES

I would like(number of leaflets) delivered with the February/April/June/August/October/December (delete as appropriate) Year:.....edition of **The Village Voice**

Delivery is £70 per thousand **PLEASE NOTE PAYMENT MUST BE RECEIVED IN ADVANCE**

I attach a cheque for £..... made payable to The Lymington Directory

I have paid by BACS

BACS details

The Lymington Directory

Account number: 42101044

Sort Code: 09-06-66

Business Name:.....

Telephone:

Contact Name:.....

Address:.....

Email:.....

Website:.....

Signature:..... Date:.....

We must receive the leaflets by: **January 15th** for February/March edition, **March 15th** for April/May edition, **May 15th** for June/July edition, **July 15th** for August/September edition, **September 15th** for October/November edition, **November 15th** for December/January edition