

Gala Life

Advertising Rates

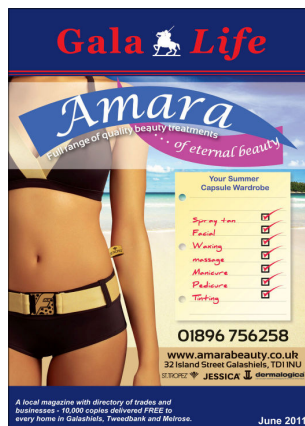
Gala Life is an exciting monthly magazine distributed freely throughout the Galashiels area. We deliver to EVERY home and business and with a circulation of over 10,500 we are the biggest free monthly magazine in the Borders.

Gala Life is truly local, all our advertisers operate in, or close to the area. With strong evidence that the majority of households prefer local services, we are the first choice for advertisers seeking to promote and establish business in the Galashiels area.

Our advertisers are loyal, not only do they see the benefits of QUALITY advertising, they also see the financial returns from advertising in the most popular publication in the area - we take pride in producing a local feature, which is not only a point of reference but also a reliable, efficient and cost effective means of advertising within the local community.

Because of our size, content, look and feel, Gala Life is kept by the majority from one month until the next. Our regular features include a very popular 'Get Out' section, along with editorials from experts on Gardening, Fitness, Property, Computing and a local Vet. These combined with a monthly topical 'Theme' give Gala Life longevity - and that gives advertisers unrivalled presence and outstanding value throughout the month.

Gala Life works. Not only do we provide a lively, colourful and handy reference, we also care about our local businesses, providing them with an unrivalled opportunity to promote themselves and become increasingly successful in difficult times.



Cost Per Month (ex VAT)

Print + Interactive Online

COVERS

Front	153mm x 148mm + 3mm Bleed	£295.00
Back	210mm x 148mm + 3mm Bleed	£250.00
Inside Front/Back	210mm x 148mm + 3mm Bleed	£199.00

INSIDE PAGES

Full Page Within Margin	190mm x 128mm	£189.99
Full Page No Margin	210mm x 148mm	£189.99
Centre Pages (each)	As above, with or without margin	£199.00
Half Page Horizontal	93mm x 128mm	£97.99
Half Page Vertical	190mm x 63mm	£97.99
Quarter Page	93mm x 63mm	£49.99

Editorials (Two Pages)	190mm x 128mm per page	£345.00
Get Out - non profit group	Maximum 5 lines at A5	FREE
Get Out - profit group	Maximum 5 lines at A5	Please Enquire

LEAFLET DROPS

10,500	Complete Circulation	£449
Per 1,000	Targeted Areas	£60

We offer a generous discount for repeat adverts in blocks of 3, 6 or 12 months. Please call to discuss the options available.

WHY GALA LIFE?

Gala Life started in April 2009. Since then our circulation has grown from 6,000 to 10,500 copies each month, quite simply - to meet the demand. The magazine is delivered free to just over 10,000 households and businesses, the remainder are distributed through 'pick-up' points across the Borders.

Delivering door to door is widely regarded as a very effective means of communication and is practised by more than 80% of the UK's top 100 Advertisers, after all - in an age of increasing multimedia - you only have one letterbox!

Independent research conducted by the Direct Marketing Association concludes that:

78% of people keep, pass on, read or glance at door drops!

48% of consumers visit a shop or business, send for information, or buy a product after a door drop.

With this comprehensive distribution and loyal readership, advertisers are able to reach over 20,000 adults each month in the Gala area. This offers advertisers a highly cost effective means of reaching local customers than any other local newspaper or magazine.

Our website www.galalife.co.uk features an interactive copy of the current magazine, along with a library of past editions. The interactive copy gives a direct link to both your e-mail address and website - a powerful, cost effective tool in directing traffic to your web and highlighting your business.

We work hard to promote local businesses by helping raise their local profile, not just through well placed advertising against relevant editorial, but also through in-depth reviews on such businesses and the people running them – a great opportunity for these businesses to communicate directly with their local customers to help build recognition and customer loyalty. Contact us to see what free editorial we offer series advertisers.

Our advertisement rates really are second to none and provide the opportunity for all types of businesses large and small to advertise in this widely read, publication.

Our circulation of 10,500 includes:

Clovenfords, Galashiels, Tweedbank, Darnick, Dingleton, Melrose and Newstead.

If you would like to feature in Gala Life by advertising your business, would like more information or would like to see a copy of the magazine - please contact Debbie on

07545299491 or at info@galalife.co.uk

Copy Dates

COPY DEADLINES 2012

16th January	February Edition - Delivered 27/01/2012
13th February	March Edition - Delivered 24/02/2012
19th March	April Edition - Delivered 30/03/2012
16th April	May Edition - Delivered 27/04/2012
14th May	June Edition - Delivered 25/05/2012
18th June	July Edition - Delivered 29/06/2012
16th July*	August Edition - Delivered 27/07/2012
20th August	September Edition - Delivered 31/08/2012
17th September	October Edition - Delivered 28/09/2012
15th October	November Edition - Delivered 26/10/2012
19th November	December Edition - Delivered 30/11/2012

* to be confirmed

Payment Terms

Invoices are due strictly 7 days from date on invoice. Payments can be made by cheque, BACS or Standing Order (Call for our 12 month subscription rate).

Format

Ads can be submitted in the following formats:

- PDF
- JPEG
- MS Word/MS Publisher

Ad copy can be e-mailed to: info@galalife.co.uk If your ad is not available in an electronic format, we can produce it for you, from your own hard copy text. This **may** incur a small one-off fee depending on complexity. Full scale individual artwork and design can be arranged through our local design studio. This work will be billed separately.