



*"Bringing the communities and businesses closer together"*

# MEDIA PACK

**NN12 NN13 NN7**

**OX26 OX27**

**MK18**

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**T**he Studio  
**15** Buckingham Way  
**T**owcester  
**N**orthants  
**NN12 6JY**

**t:** 01327 353753

**e:** [mail@focusmagazinegroup.co.uk](mailto:mail@focusmagazinegroup.co.uk)

**w:** [www.focusmagazinegroup.co.uk](http://www.focusmagazinegroup.co.uk)



*“Bringing the communities and businesses closer together”*

Welcome to the **Focus Magazine Group** an independent advertising organisation bringing local businesses and communities closer together.

Our philosophy is simple, we produce interesting, informative, colourful and eye-catching A5 magazines, with general articles, business reviews and competitions for readers - combined with advertisements from all trades, businesses and companies locally.

This affordable advertising is a solution for everyone to promote and advertise their products and services to the local area in a cost effective way.

Our portfolio of magazines continues to grow offering a combined circulation of over 55,000 to homes and businesses, making them an integral part of the community of which they serve.

- Six A5 Publications
  - Focus Towcester NN12
  - Focus Brackley NN13
  - Focus Midshires NN7
  - Focus Bicester North OX26 / OX27
  - Focus Bicester South OX26
  - Focus Buckingham MK18
- Free Delivery to each area (see distribution maps)
- Editorial
- Local Business Reviews
- Competitions
- Cost Effective
- Full Colour
- Advertisement Design

For further information call one of our team on  
**T: 01327 353 753**

# TESTIMONIALS

“I have been advertising with Focus Towcester for almost 5 years and it is now the only regular advertising I do, I always know when the latest copy is out as the enquiries come in and so many clients tell me it's the only place they look! Mandy and her team are fantastic and having recently rebranded they helped me rework my ad to reflect the new logo and colours and went above and beyond what I asked them to do and designed a completely new ad for me. I cannot recommend them highly enough.”

## **Simplified Accounting**

Rachael Savage  
01327 354586 or 07749 786474

“Just to say thank you for the write up in your magazine. When I read the article over the weekend it read really well. The feedback from people has been very positive.”

Sharon Thorp  
**The Crystal Angel**  
01327 437090

“I knew Focus Magazine would be a great place to advertise, as it is something I have always kept at home to refer to, and I haven't been disappointed. 4 enquiries in the first few weeks of issue and all have turned into customers.

A great return on investment and a high-quality, glossy publication. The team are professional and friendly - a real pleasure to work with.”

Claire Pearson  
**Bright & Beautiful**  
0845 200 1490 or 07557 120085

“We constantly review the response we get to any advertising. With the Focus magazine we get a good return for our investment. Dealing with the Focus team is advertising made easy.”

Ashley Warren  
**Bell Plantation**  
01327 354126

“I have been dealing with Focus for 7 years now for both advertising and printing, and have found that more and more people are using the magazine when looking for work to be done.”  
Michael Caseman-Jones  
Managing Director

**County Locksmiths Ltd** (Serving as Daventry and Towcester Locksmiths)  
Complete Lock and Security Solutions  
Tel: 01327 350 492 or 07866 55 33 73

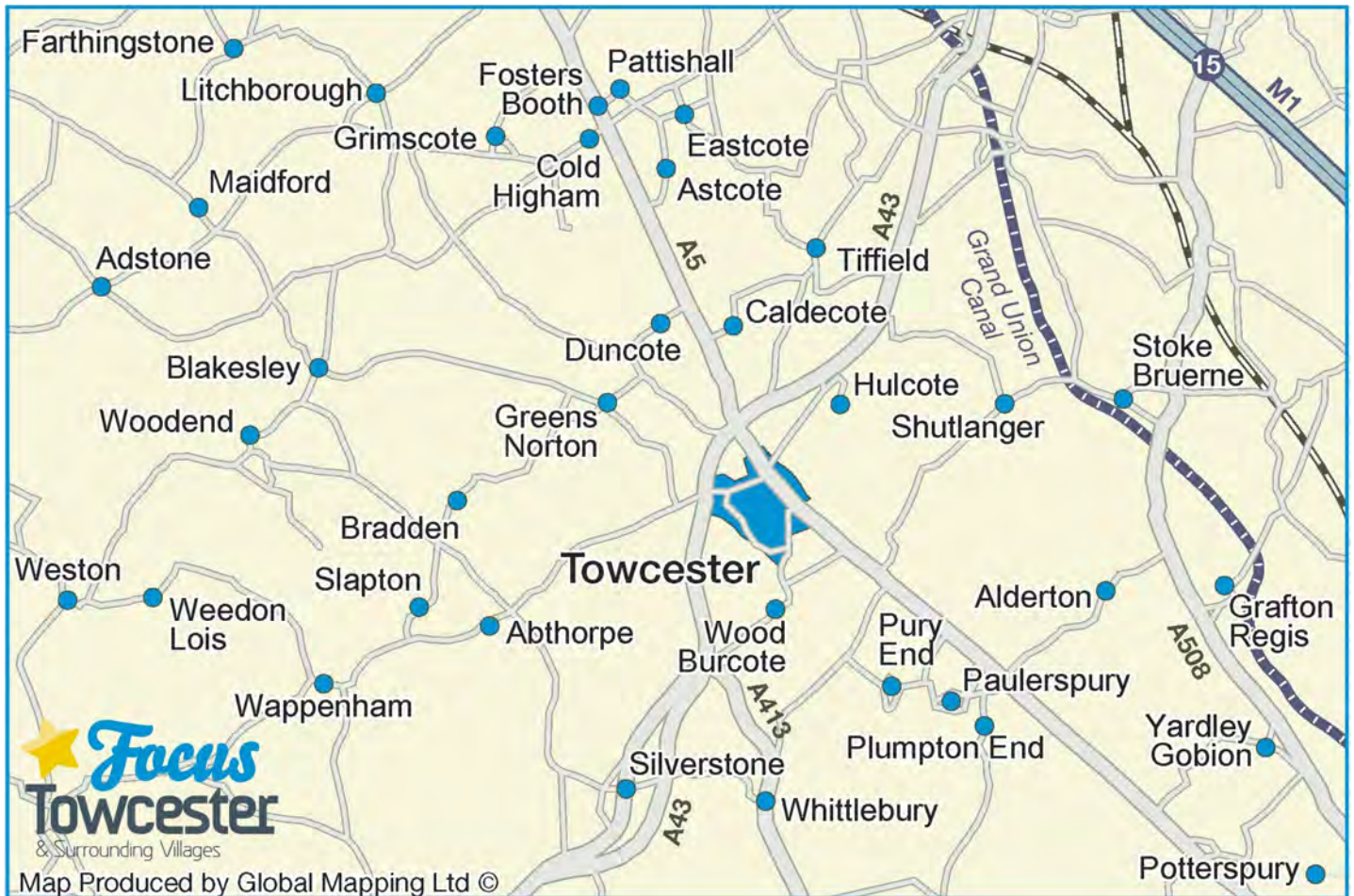
“We would like to thank you for all the help that you gave us when placing our first advertisement in the Focus magazine for Brackley. You and your team helped and advised us how to get the best from our advert and the designer followed our requests to the letter. We are very pleased with the end product. We will definitely continue to advertise with you. Thank you again.”

Simon Short  
**Cutting Edge**  
Brackley  
01280 703855

# COMBINED DISTRIBUTION Over 55,000 homes



# TOWCESTER NN12



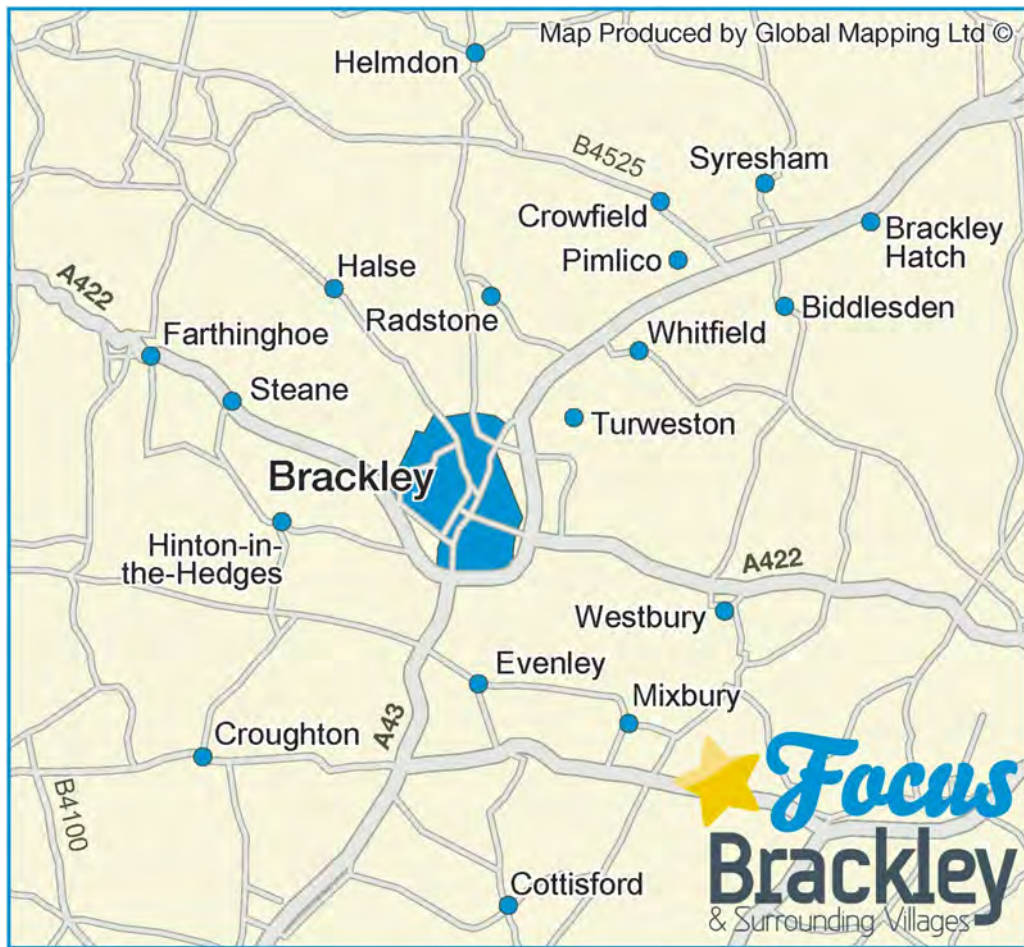
Distributed FREE to **10,300** homes & businesses within the following areas:

Abthorpe  
 Adstone  
 Alderton  
 Astcote  
 Blakesley  
 Bradden  
 Cold Higham  
 Caldecote  
 Duncote  
 Eastcote  
 Farthingstone  
 Fosters Booth  
 Foxley

Grafton Regis-  
 Greens Norton  
 Grimscote  
 Hulcote  
 Litchborough  
 Maidford  
 Pattishall  
 Paulerspury  
 Plumpton End  
 Potterspury  
 Pury End  
 Shutlanger  
 Silverstone

Slapton  
 Stoke Bruerne  
 Tiffield  
 Towcester  
 Wappenham  
 Weedon Lois  
 Weston  
 Whittlebury  
 Wood Burcote  
 Woodend  
 Yardley Gobion

# BRACKLEY NN13

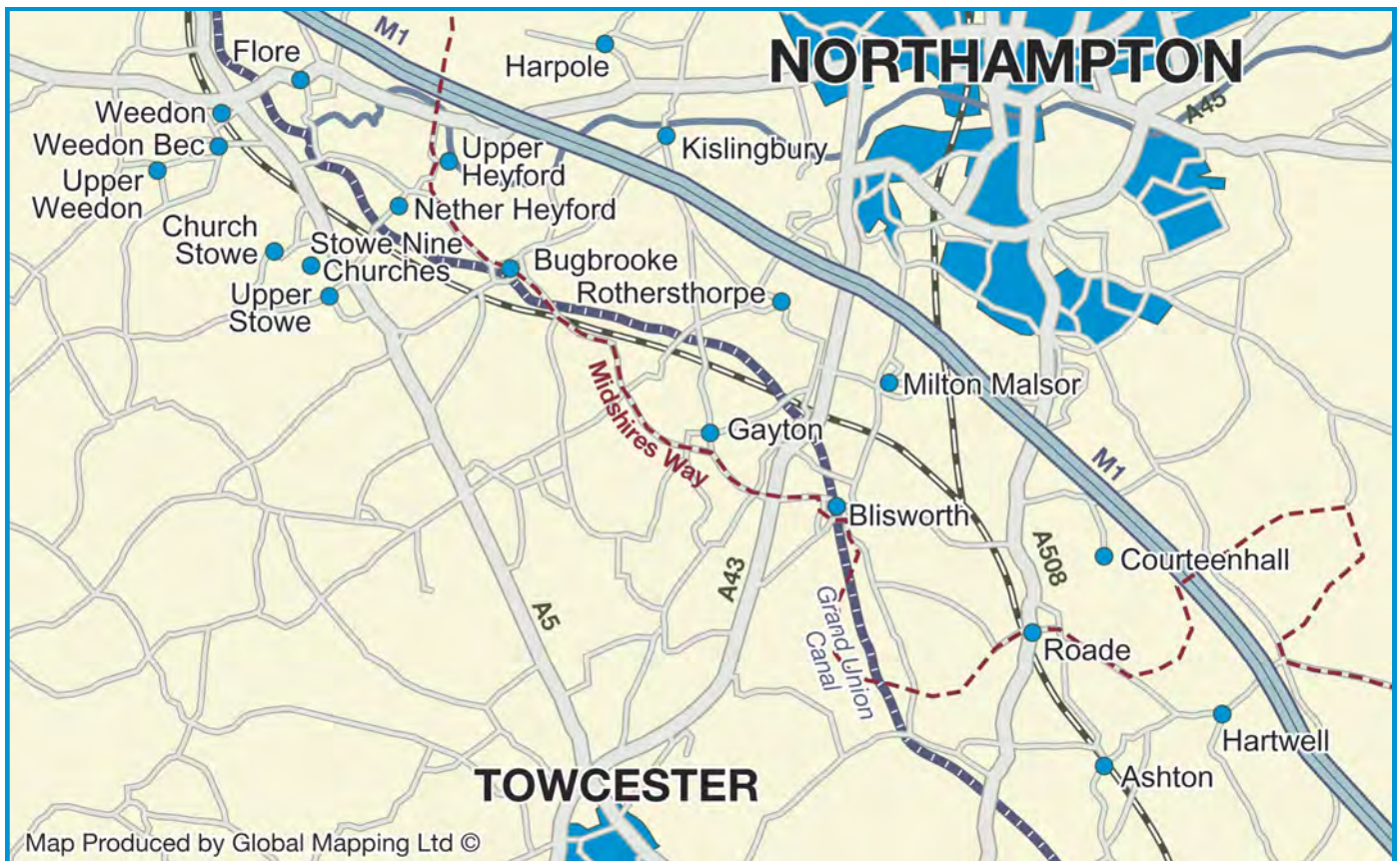


Distributed FREE to **7,900** homes & businesses within the following areas:

Biddlesden  
Brackley  
Brackley Hatch  
Cottisford  
Croughton  
Crowfield  
Evenley  
Farthinghoe  
Halse  
Helmdon

Hinton-in-the-Hedges  
Mixbury  
Pimlico  
Radstone  
Steane  
Syresham  
Turweston  
Westbury  
Whitfield  
**To all New Housing Developments**

# MIDSHIRES NN7

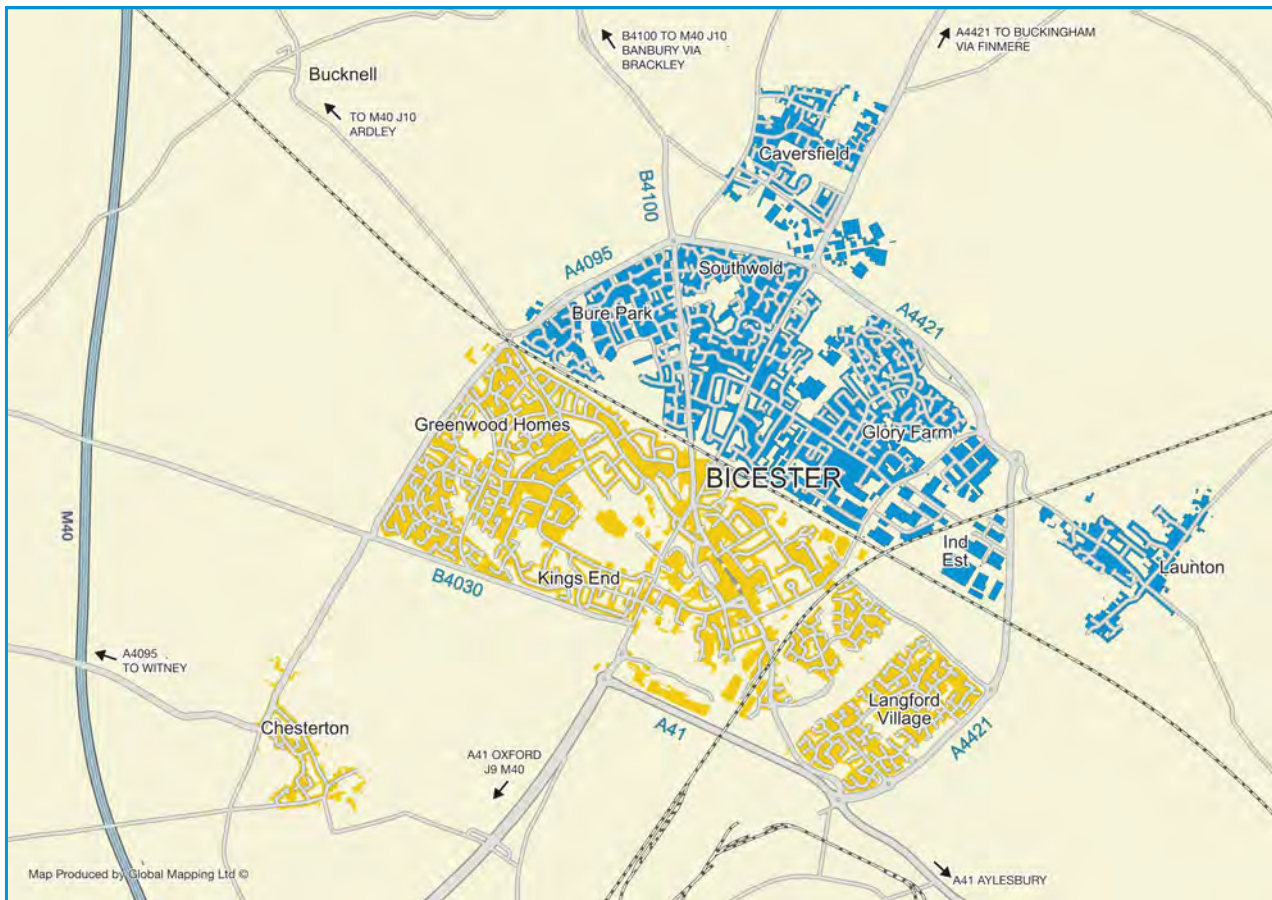


Distributed FREE to **8,500** homes & businesses within the following areas:

Weedon  
Weedon Bec  
Upper Weedon  
Church Stowe  
Upper Stowe  
Stowe Nine Churches  
Upper Heyford  
Nether Heyford  
Harpole  
Kislingbury

Bugbrooke  
Rothersthorpe  
Gayton  
Blisworth  
Milton Malsor  
Road  
Ashton  
Hartwell  
Courteenhall

# BICESTER NORTH OX26/27 & SOUTH OX26



Distributed FREE to **7,000** and **7,700** homes & businesses respectively in the areas shown below

Two Magazines

## **NORTH - 7,000**

Elmsbrook  
Caversfield  
Bure Park  
Southwold  
Glory Farm  
Launton

## **SOUTH - 7,700**

Bicester Town  
Langford Village  
Chesterton  
Kings End  
Greenwood  
Homes  
Kingsmere



# BUCKINGHAM MK18



Focus Buckingham MK18  
Distributed FREE to **14,300** homes & businesses.

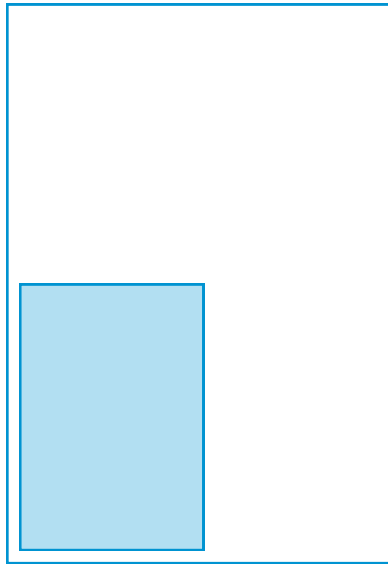
Addington	Gawcott	Preston Bissett
Adstock	Granborough	Radcliffe
Akeley	Great Horwood	Shalstone
Akeley Wood	Hillesden	Singleborough
Barton	Hoggeston	Steeple Claydon
Hartshorn	Hogshaw	Stowe
Botolph Claydon	Leckhampsted	Thornborough
Buckingham (inc Ind Est)	Lenborough	Tingewick
Bufflers Holt	Lillingstone Dayrell	Twyford
Calvert	Lillingstone Lovell	Verney Junction
Chackmore	Little Horwood	Water Stratford
Chetwood	Little Tingewick	Winslow
Dadford	Littlecote	
Dunton	Maids Moreton	
East Claydon	Middleton Claydon	
Finmere	Newton Purcell	
Foscote	North Marston	
	Padbury	

# ADVERTISEMENT SIZES & TECHNICAL SPECIFICATIONS



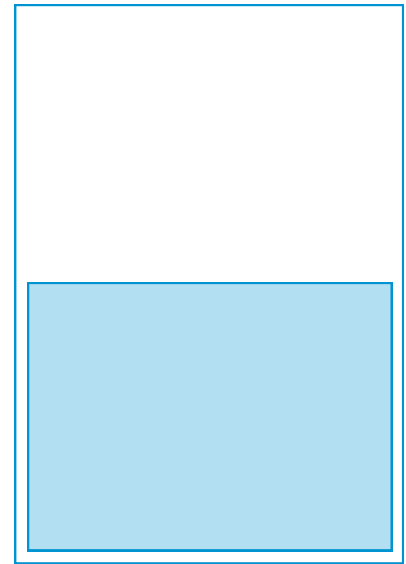
**FRONT COVER\***

Trim Size 48mm (h) x 148mm (w)  
(Bleed of 3mm left, right and bottom)  
Keep all critical data 4mm in from trim



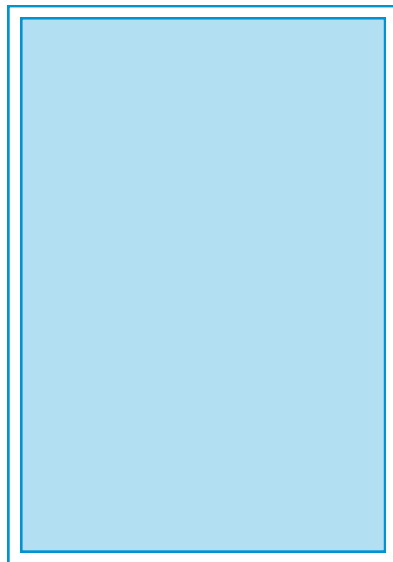
**QUARTER PAGE**

91mm (h) x 61.5mm (w)



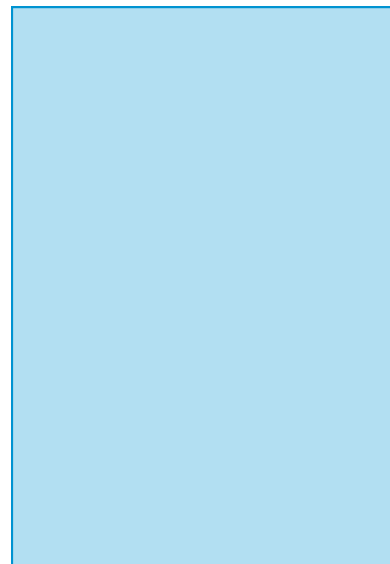
**HALF PAGE**

91mm (h) x 127mm (w)



**FULL PAGE**

183mm (h) x 127mm (w)



**COVERS\***

210mm (h) x 148mm (w)  
(with a 3mm bleed)

Limited availability on these adverts \*  
Advertisements supplied by customers must be supplied either via disc or e-mail  
in .PDF, .JPEG or .TIFF format and at least a resolution of 300dpi.

# ADVERTISEMENT RATES

Size	TOWCESTER, BRACKLEY & MIDSHIRES	BICESTER SOUTH & BICESTER NORTH	BUCKINGHAM
	Cost	Cost	Cost
QP	£46.00	£40.00	£68.00
HP	£92.00	£80.00	£122.00
FP	£184.00	£160.00	£207.00
FC**	£155.00	£135.00	£209.00
IFC**	£225.00	£195.00	£243.00
PG 4 **	£199.00	£170.00	£223.00
PG 5**	£209.00	£180.00	£233.00
IBC**	£175.00	£170.00	£226.00
BC**	£287.00	£249.00	£353.00

**QP** Quarter Page, **HP** Half Page, **FP** Full Page, **FC** Front Cover, **IFC** Inside Front Cover, **PG 4** Page 4, **PG 5** Page 5, **IBC** Inside Back Cover, **BC** Back Cover

Discounts are available in Buckingham MK18 only when paid at time of booking. 10% discount when booking 2 consecutive advertisements in the same magazine or 15% discount when booking 3 consecutive advertisements in the same magazine as shown below.

	QP	Disc rate each	HP	Disc rate each	FP	Disc rate each
1 booking	£68.00	N/A	£122.00	N/A	£207.00	N/A
2 bookings 10%	£136.00	£61.20	£244.00	£109.80	£414.00	£186.30
3 bookings 15%	£204.00	£57.80	£366.00	£103.70	£621.00	£175.95

All prices quoted are correct at time of printing and are all subject to current VAT rates.

Limited availability on all covers \*\*  
 Artwork Charges £25.00  
 Easy payment plan available

Please note the cancellation deadline is 60 days for Premium Spots and 7 days for all other advertising prior to the deadline date as published on the website and must be provided by either letter or e-mail. Verbal cancellations will not be accepted.

Advertisements supplied by customers must be supplied either via disc or e-mail in PDF, JPEG or TIFF format and at least a resolution of 300dpi



Edition	TOWCESTER, & BICESTER NORTH	Edition	BRACKLEY, MIDSHIRES, BUCKINGHAM, & BICESTER SOUTH
Feb/Mar	10 January 2018	Mar / Apr	02 February 2018
Apr/May	07 March 2018	May/Jun	04 April 2018
Jun/Jul	08 May 2018	Jul/Aug	04 June 2018
Aug/Sept	06 July 2018	Sept/Oct	06 August 2018
Oct/Nov	05 September 2018	Nov/Dec	08 October 2018
Dec/Jan	07 November 2018	Jan / Feb	06 December 2018

# LEAFLET DISTRIBUTION

## Focus Leaflet Distribution – A Local business service

Include your own leaflet and be part of our distribution to over 40,800 homes and businesses. (\*Excludes MK18 )

This service offers you the chance to include a single A5 size leaflet with the relevant local Focus Magazine, subject to availability and is allocated on a first come, first served basis. Contact us now for future bookings.

As many of you are aware, the Focus Magazines is a popular reference for local homes and business. With its continued popularity, delivered **FREE** on a bi-monthly basis we give you the opportunity to be in front of many potential new customers?

### Terms –

1. Pre-payment in full, upon booking the requested delivery slot (including print costs if applicable) will be required to guarantee the requested delivery date.
2. Maximum size is A5 and delivery will be enclosed with the magazine or in addition too.
3. Advertising material must (if supplied) be delivered to us no later than 18<sup>th</sup> of the month prior to your requested delivery slot.

### Prices –

**£39 per 1000 leaflets. This is exclusive of VAT.**

If the leaflets you require are more than a single A5 sheet, we can accommodate this but will need to discuss before confirming your delivery.

Examples of more than a single A5 sheet include A4, fold outs (DL6PP) and menus. (Prices to be discussed for these oversized deliveries)

If you require assistance with your artwork design and/or printing supplies please call the sales desk.

Please see further details on the “Distribution” section of our website.

Call now for further information, on  
01327 353753 or you can email [mail@focusmagazinegroup.co.uk](mailto:mail@focusmagazinegroup.co.uk)

# PRINTING PRICES



for all your  
**print**  
requirements

Deciding on the quantity, paper thickness and the artwork design is only the beginning when it comes to print. We are happy to talk through your requirements, and the printing options available.

## Leaflets / Postcards

	Quantity				
	1000	2500	5000	7500	10000
A5 single / double sided on 135gsm	£85	£99	£120	£165	£199
A4 single / double sided on 135gsm	£109	£155	£245	£315	£399
A6 postcard double sided on 350gsm	£65	£90	£140	£165	£199
DL 6PP folded leaflet on 135gsm	£175	£215	£299	£350	£399

## Business Cards

	Quantity		
	250	500	1000
Full colour business cards on 450gsm	£49	£69	£89

**All prices are exclusive of VAT.**

## Other Print and Design

In addition to the above commonly printed items, we can also produce bespoke Brochures, Booklets, Handbooks, Menus, Comp Slips, Letterheads, NCR Sets, Labels, Order/Invoice Pads, A4 Laser Cheques/Remittances and much, much more. With an In-house Design Team, and a wealth of experience, we can design your artwork at a very reasonable additional charge.

**Local leaflet delivery service available**

**Call us on 01327 353753**

**info@focusforms.co.uk    www.focusforms.co.uk**



## **METHODS OF PAYMENT**

We accept payment in any of the following ways:

### **DEBIT / CREDIT CARDS**

We accept payment taken over the telephone: call  
01327 353753

### **BANK TRANSFER**

Acc name: Focus Marketing Limited  
Sort Code 08-92-50  
A/C No 684 34 223  
Quote your Company Name or invoice number as a reference

**CHEQUES** Payable to "Focus Marketing Limited"

### **DIRECT DEBIT**

We now make it even easier to pay by Direct Debit with  
GOCARDLESS.

<https://dashboard.gocardless.com/api/paylinks/11JG72KFQK>

Just contact the accounts department to set up and start  
making payments today.



**GOCARDLESS**  
Simpler Direct Debit

