



*"Bringing the communities and businesses closer together"*

## MEDIA PACK

**NN12 NN13 NN7**

**OX26 OX27**

**MK18 MK11 MK19**

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Northants  
NN12 6JY

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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 64,000 to homes and businesses, making them an integral part of the community of which they serve.

- Seven A5 Publications
  - Focus Towcester NN12
  - Focus Brackley NN13
  - Focus Midshires NN7
  - Focus Bicester North OX26 / OX27
  - Focus Bicester South OX26
  - Focus Buckingham MK18
  - Focus Stony Stratford MK11 / 19
- 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

“We have been advertising with Focus Magazine for over 3 years and each month get calls from people looking for quotes. The team are friendly and helpful and have redesigned my advert, which is great. I have recently decided to advertise in their Buckingham magazine which is also generating some good results.”

Matt,  
**M Curtis Building**  
07734 870955

“Quality publication reaching a specific catchment area, highly recommended for promoting local businesses.”

Tim Hunter

**Hunter Pest Services**

07976 802362

[www.hunterpestservices.co.uk](http://www.hunterpestservices.co.uk)

“I have been advertising with Focus Towcester for almost 9 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

“I have been dealing with Focus for 8 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

“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

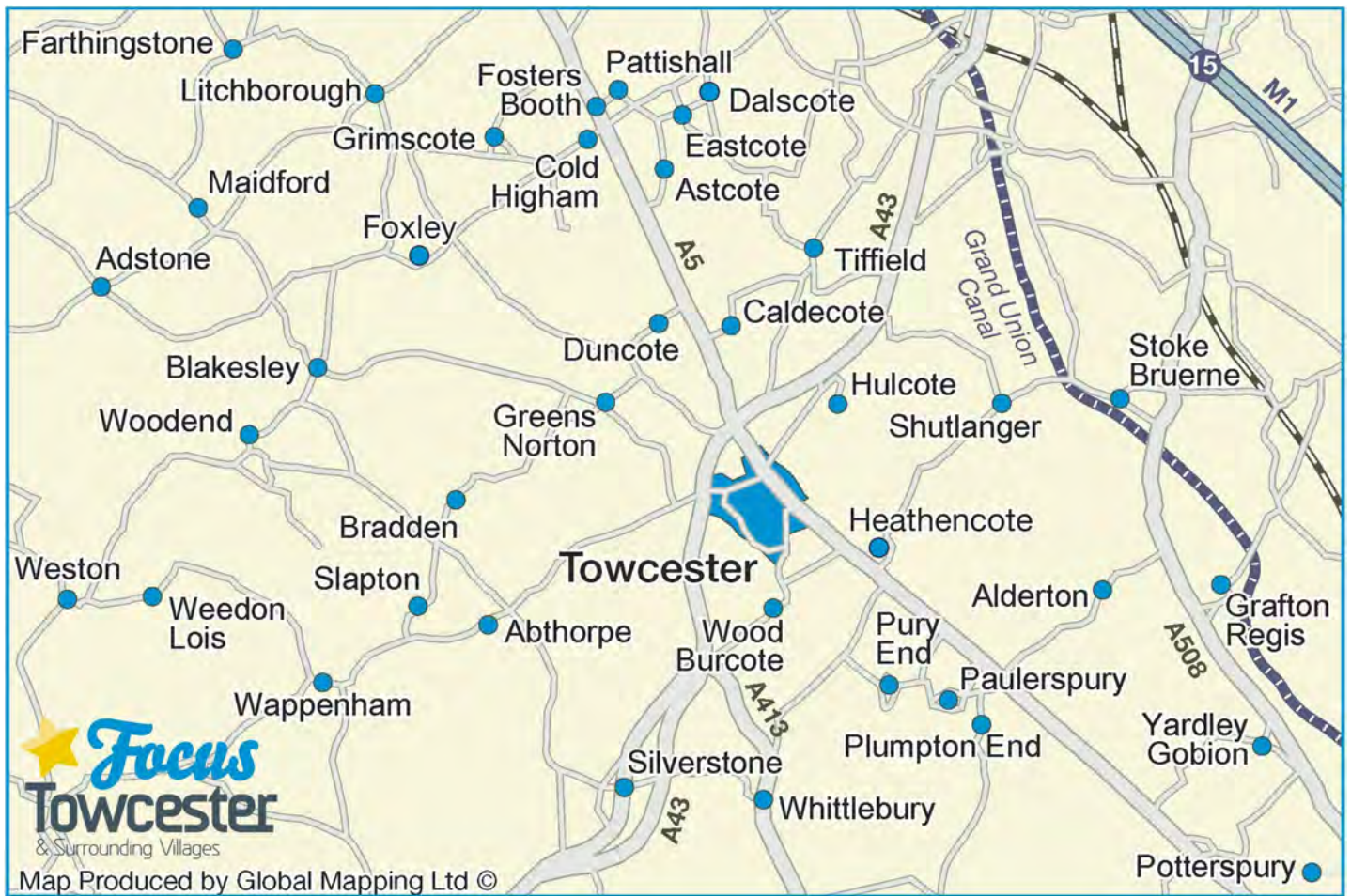
**Bright & Beautiful**

0845 200 1490 or 07557 120085

# COMBINED DISTRIBUTION Over 64,000 homes



# TOWCESTER NN12



Distributed FREE to 10,500 homes & businesses within the following areas:

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

Foxley  
Grafton Regis  
Greens Norton  
Grimscote  
Heathencote  
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 8,000 homes & businesses within the following areas:

Biddlesden	Hinton-in-the-Hedges
Brackley	Mixbury
Brackley Hatch	Pimlico
Cottisford	Radstone
Croughton	Steane
Crowfield	Syresham
Evenley	Turweston
Farthinghoe	Westbury
Halse	Whitfield
Helmdon	<b>To all New Housing Developments</b>

# MIDSHIRES NN7

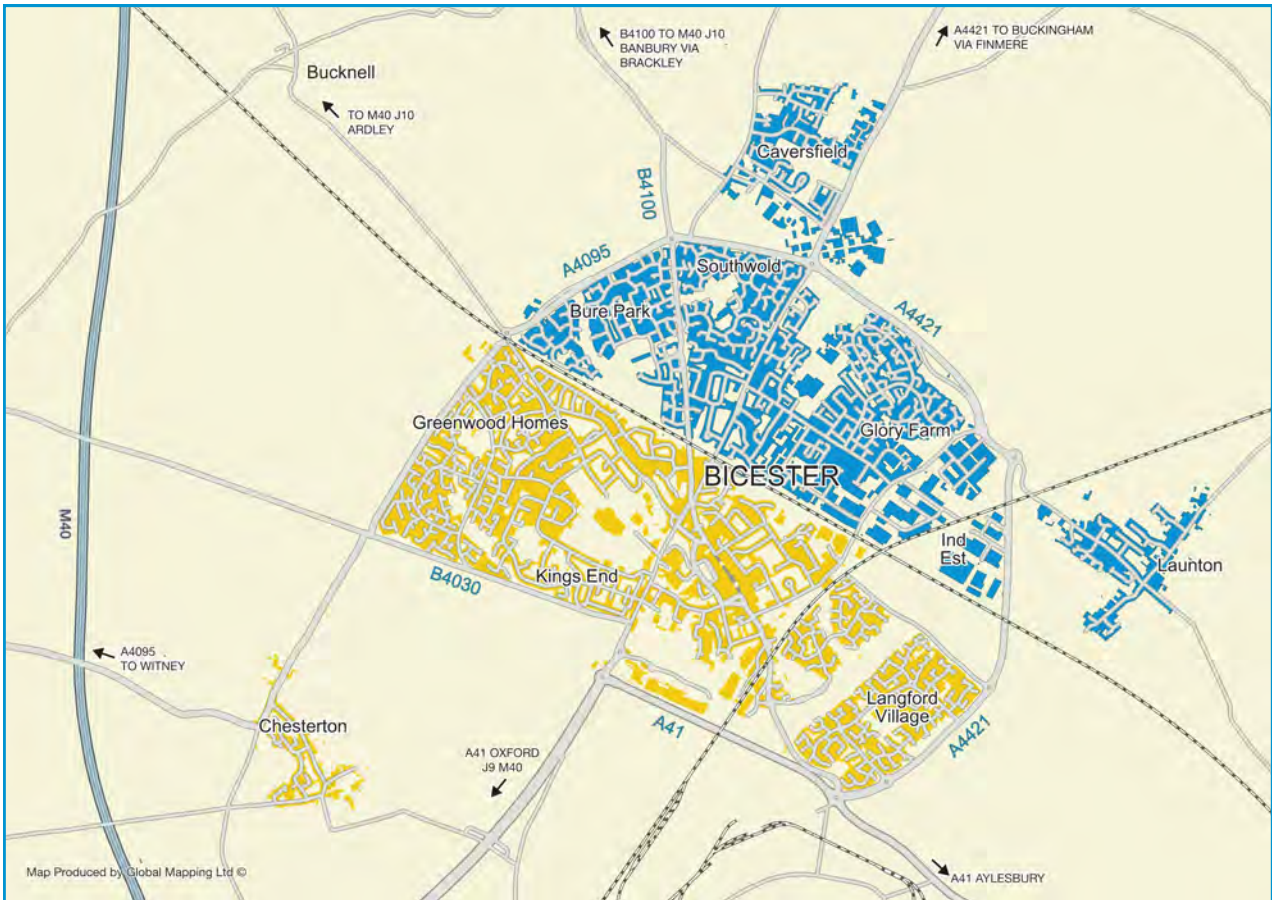


Distributed FREE to 8,500 homes & businesses within the following areas:

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



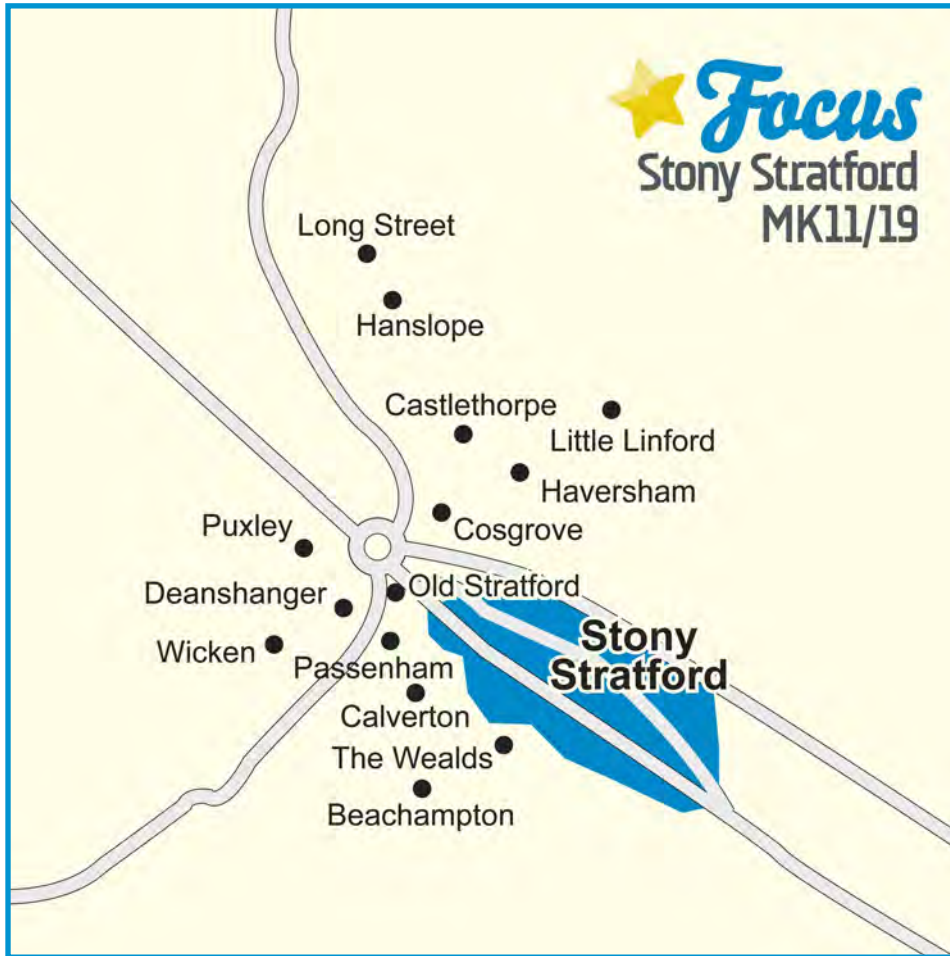
Focus Buckingham MK18  
Distributed FREE to 14,400 homes & businesses.

Addington  
Adstock  
Akeley  
Akeley Wood  
Barton  
Hartshorn  
Botolph Claydon  
Buckingham (inc Ind Est)  
Bufflers Holt  
Calvert  
Chackmore  
Chetwood  
Dadford  
Dunton  
East Claydon  
Finmere  
Foscote

Gawcott  
Granborough  
Great Horwood  
Hillesden  
Hoggeston  
Hogshaw  
Leckhampsted  
Lenborough  
Lillingstone Dayrell  
Lillingstone Lovell  
Little Horwood  
Little Tingewick  
Littlecote  
Maids Moreton  
Middleton Claydon  
Newton Purcell  
North Marston  
Padbury

Preston Bissett  
Radcliffe  
Shalstone  
Singleborough  
Steeple Claydon  
Stowe  
Thornborough  
Tingewick  
Twyford  
Verney Junction  
Water Stratford  
Winslow

# STONY STRATFORD MK11/19



Focus Stony Stratford MK11 / 19  
Distributed FREE to **8,000** homes & businesses.

Beachampton  
Calverton  
Castlethorpe  
Cosgrove  
Deanshanger  
Fairfields  
Hanslope

Haversham  
Little Linford  
Long Street  
Lower Weald  
Middle Weald  
Old Stratford

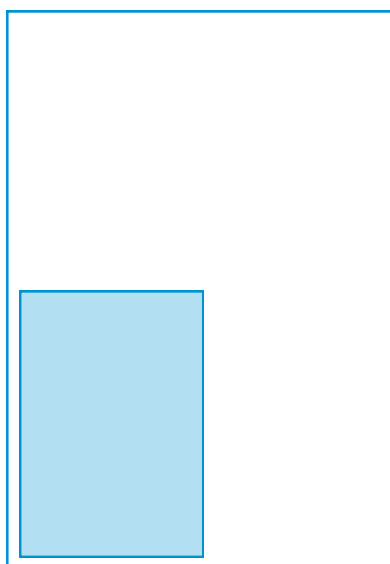
Passenham  
Puxley  
Stony Stratford  
Upper Weald  
Wicken

# ADVERTISEMENT SIZES & TECHNICAL SPECIFICATIONS



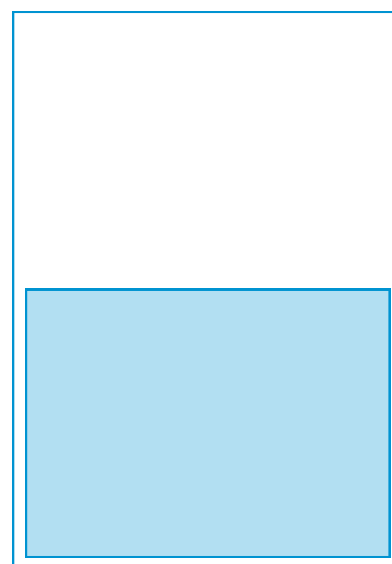
**FRONT COVER\***

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



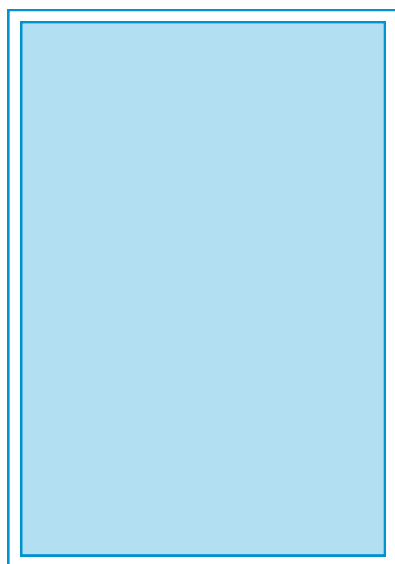
**QUARTER PAGE**

91mm (h) x 61.5mm (w)



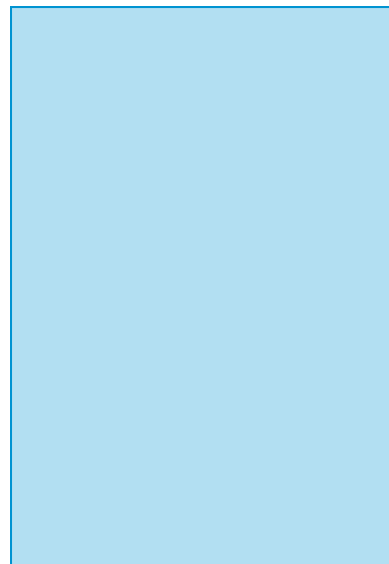
**HALF PAGE**

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 & STONY STRATFORD	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 working 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 & STONY STRATFORD	Edition	BRACKLEY, MIDSHIRES, BUCKINGHAM, & BICESTER SOUTH
Feb/Mar	08 January 2019	Mar / Apr	04 February 2019
Apr/May	05 March 2019	May/Jun	05 April 2019
Jun/Jul	07 May 2019	Jul/Aug	05 June 2019
Aug/Sept	09 July 2018	Sept/Oct	05 August 2019
Oct/Nov	04 September 2019	Nov/Dec	07 October 2019
Dec/Jan	05 November 2019	Jan / Feb	04 December 2019

# LEAFLET DISTRIBUTION

Focus Leaflet Distribution – A Local business service

Include your own leaflet and be part of our distribution to over 49,600 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

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

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
DL 6PP folded leaflet on 135gsm	£175	£215	£299	£350	£399

## Postcards

Quantity

	250	500	1000	2500	5000	7500	10000
A6 single / double sided on 350gsm	£40	£50	£65	£90	£140	£165	£199

## Business Cards

Quantity

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

## Other Print and Design

**All prices are exclusive of VAT.**

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**



## METHODS OF PAYMENT

We accept payment in any of the following ways:

### **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.

### **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



## **GOCARDLESS**

Simpler Direct Debit

