



AltrinchamToday

The best-read media title in Altrincham

Advertising Packages 2021

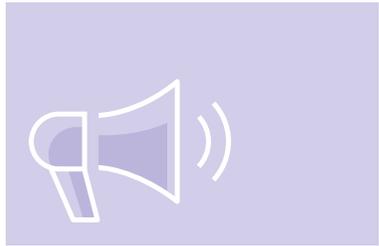


Launched in August 2014,
Altrincham Today is Altrincham's
best-read and most-trusted local
news and lifestyle publication.

Boasting a highly-engaged audience of over 200,000 monthly online users, Altrincham Today is recognised nationally as one of the country's most successful hyperlocal news outlets. We also have one of the most engaged social media communities of any media title in the country.

As we emerge from the unprecedented disruption caused by Covid-19, we have a range of advertising packages to help businesses reconnect with their customers and regain a foothold in the marketplace.

Advertising options tailored to your goals



Inform, promote and drive response

Social Promotion

Use our social platforms (total audience 55,000 – Jan 2021) to spread your message

- Use photos, video and/or text to communicate your message
- Can include link to your website

Pricing

From £250



Build and maintain local awareness

Digital Advertising

Get your message in front of our mobile-first website visitors

- Creative should be in following dimensions: 300x250, 300x600, 728x90 and 970x250. Formats accepted: JPG, PNG and GIF
- Provide your own or we can design it for you (ask re costs)
- Set the time period and the number of times you want your ads to show

Pricing

From 50,000 impressions: £285



Relaunch after Covid

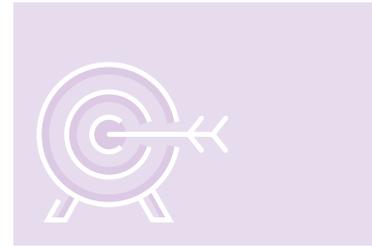
Sponsored Content

Get ahead of your competitors with a bespoke feature or news article

- Up to 1,000 words, including at least three photos
- Content shared on Facebook and Twitter (and Instagram if appropriate)
- Can be in news, profile, Q&A, advice column or thought leadership form
- Promoted Post add-on available on Facebook

Pricing

From £395



Associate your brand with relevant content

Category Sponsorship

Get in front of a targeted audience by sponsoring categories (e.g. Property, Food & Drink, Education) or timeless features/guides

- Exclusive 'In association with' branding
- Positive brand association with trusted editorial voice

Cost

On application



Incorporate a mix of platforms and messaging

Commercial Partnership

- Preferential rates incorporating incremental value
- Minimum 12-month commitment period

Cost

On application

Partner with our award-winning magazine



"The complete local community magazine with a touch of class"

Launched in November 2017, our acclaimed magazine is the only print title dedicated to Altrincham. Intended as a more reflective sister publication to the daily news service, it was described by the Society of Editors as the "complete local community magazine with a touch of class" and Highly Commended at the Regional Press Awards 2019.

Unlike larger, less independent regional magazines, we don't adopt an indiscriminate 'scattergun' approach to distribution. Instead we have strategically targeted and

now partner an enviable list of high profile, high footfall locations across town and surrounding villages, ensuring readers proactively pick up the magazine, rather than having it imposed upon them.

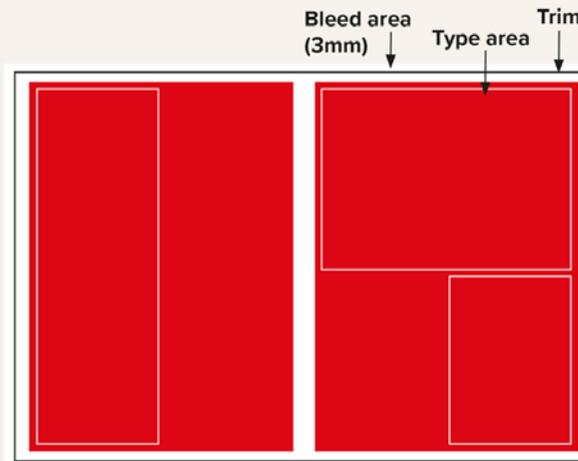
Our print advertising options are cost-efficient and available in a range of sizes from Double Page Spread to Full, Half and Quarter page sites. Content can also be published on the website.

Cost

See next page for dates and prices



MAGAZINE AD SIZES



- Double page spread (DPS)**
Trim Size: 400 x 275mm
Type area: 372 x 247mm with allowance for 14mm either side of the gutter
Bleed: 406 x 281mm (3mm on all edges)
- Half page**
Horizontal: 172 x 116mm
Vertical: 80 x 247mm
- Quarter page**
80 x 116mm
- Single page**
Trim Size: 200 x 275mm
Type area: 172 x 247mm
Bleed: 206 x 281mm (3mm on all edges)

All print files should be in CMYK format and have all fonts and hi-resolution matter such as images and logos embedded. All images contained in the file must be 300dpi when 100% in size. Ideally provided as a high res pdf (with printer marks and bleed), JPG or EPS file.

Publication dates and advertising costs



Key dates 2021-22

Issue	Copy deadline	Publication date
Summer 2021	June 4	June 18
Autumn 2021	August 27	September 10
Christmas 2021	November 19	December 3
Spring 2022	February 18	March 4
Summer 2022	May 13	May 27
Autumn 2022	August 19	September 2
Christmas 2022	November 11	November 25

10% agency commission. All prices exclude VAT, and all positions are subject to availability



Rate card

ONLINE

Impressions	25,000	50,000	100,000	200,000
	£150	£285	£540	£960

Sponsored editorial: From £295

30-day job listing (including five tweets and a Facebook post): £100

MAGAZINE

	1 issue	2 issues (5% discount)	3 issues (10% discount)	4 issues (15% discount)
Double page spread (DPS)	£895	£850	£806	£761
Single page	£495	£470	£446	£421
Half page	£325	£309	£293	£276
Quarter page	£195	£185	£176	£166



Audience & demographics

Unparalleled local reach in the *Best Place to Live in the UK* (Sunday Times, 2020)

1.03 million

UNIQUE WEBSITE VISITORS IN 2020

2.62 million

PAGE VIEWS IN 2020

Who reads Altrincham Today?

The typical Altrincham Today reader is an affluent professional between the ages of 25 and 54, according to Facebook and Google Analytics data. The vast majority of our readers live local to Altrincham, which has some of the highest ranking schools in the country, award-winning restaurants and bars, a thriving independent scene based around its famous Market and a vibrant property market, and comprise a wide cross-section of society and professions.

64%

AGES 25-54

54%

FEMALE

80%

LIVE WITHIN 10 MILES
OF ALTRINCHAM

79%

READ **ALTRINCHAM
TODAY** ON SMARTPHONE

Social connection

30,000+

FACEBOOK FOLLOWERS

500,000+

FACEBOOK REACH
(MONTHLY)

15,000+

TWITTER FOLLOWERS

10,000+

INSTAGRAM FOLLOWERS

Our advertisers and readers

We're proud to work with many local and national brands



What our readers say

“Altrincham Today is the heart of independent news in Trafford and Altrincham”

EVUNA RESTAURANT

“The best local news source for Altrincham by far”

@JOHNDUNNE68

“The best local news publication out there. Modern, relevant and a reflection of the local community. A trusted and reliable news source.”

@SWISSFAMILYWOOD

“From all of us at Trafford College, we value Altrincham Today – for giving the local community a voice!”

TRAFFORD COLLEGE

“The only real Altrincham-centric publication out there”

TONY COLLIER BEM