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## ADVERTISING MEDIA PACK

### PERKS OF ADVERTISING IN BOOM MAGAZINE

Book **6**  
issues &  
get **10% off**

**Complimentary**  
plugs on  
our **popular**  
social media  
(on request)

Spread costs  
through a **monthly**  
**payment plan**

**2020 Offer**  
Pay upfront for  
6 issues and receive your  
first advert half price

All issues **both** in  
**print & online**  
[boommagazine.co.uk](http://boommagazine.co.uk)

**10% discount**  
for non-profits  
& charities

Professionally designed by a local company **FORTY FIVE DEGREES  
Design & Print**

[www.boommagazine.co.uk](http://www.boommagazine.co.uk) / Follow us on Facebook & Instagram  
[@boommagazinebelper](https://www.instagram.com/boommagazinebelper)



# ADVERT SIZES & DEADLINES

## **EIGHTH PAGE**

(w) 61.7mm x (h) 46mm

## **QUARTER PAGE**

(w) 61.7mm x (h) 92mm

## **HALF PAGE**

(w) 126mm x (h) 92mm

## **FULL PAGE**

(w) 126mm x (h) 188mm

## **FULL PAGE WITH BLEED**

(w) 148mm x (h) 210mm (+ 5mm bleed)

## **ISSUES**

**Jan/Feb**

**March/April**

**May/June**

**July/August**

**Sept/Oct**

**Nov/Dec**

## **DEADLINE**

**1st December**

**1st February**

**1st April**

**1st June**

**1st August**

**1st October**

## **READER & ADVERTISER TESTIMONIAL:**

'I thought advertising through just leaflet dropping would bring me a lot of work but it didnt! So then I gave advertising in the Boom Magazine a shot. Within a couple of weeks it had paid off. Couldn't believe it at first and with the added boost of their social media plugs it gets the word out quicker! So why not give it a shot I'd say!'

### **Handyman Lee**

I opened my little shop 'Cheeky Bambini' in May and advertising in Boom Magazine has really helped with many people visiting after seeing my advert or the fantastic exposure through Boom Magazines Facebook posts. If you're looking to reach local families I would certainly recommend Boom Magazine for your advertising'.

### **Rebekah Louise Wright – Cheeky Bambinis**

Facebook Review: 'A fab little magazine which has become my 'go to bible' for information about local groups and events. Really helpful and interesting articles in each issue. All in all a lovely magazine with well written articles.'

### **Katherine Heavens – local mum**





# ADVERTISING RATES & PAYMENT TERMS

## GENERAL RATES

Advert size	3 issues	Monthly	6 issues	Monthly
	Price per issue	6 Monthly Payments	Price per issue:	12 Monthly Payments
Eighth	£35	£17.50	£31.50	£15.75
Quarter	£70	£35	£63	£31.50
Half	£110	£55	£99	£49.50
Full	£200	£100	£180	£90
Inside front and back full	£250	£125	£225	£112.50
Back page full	£290	£145	£261	£130.50

## NON-PROFIT RATES

Advert size	3 issues	Monthly	6 issues	Monthly
	Price per issue	6 Monthly Payments	Price per issue:	12 Monthly Payments
Eighth	£31.50	£15.75	£28.35	£14.18
Quarter	£63	£31.50	£56.70	£28.35
Half	£99	£49.50	£89.10	£45.55
Full	£180	£90	£162	£81
Inside front and back full	£225	£112.5	£202.50	£101.25
Back page full	£261	£130.50	£234.90	£117.45
Additional Coupon (Eighth)	£20	£10	£18	£9

# ADVERTISING TERMS & CONDITIONS

This form confirms the terms of an existing verbal agreement. These terms and conditions will be deemed as accepted and payment due with the printing of an advertisement or not, whether this form is returned in executed form or not.

The advertiser agrees to provide ad copy to Boom Magazine in accordance with the deadlines established by Boom Magazine. If the advertiser fails to furnish copy by the deadline date, it is agreed that the advertiser shall forfeit any payment already made and the ad will print as is.

Boom Magazine reserves the right to reject any ad, for any reason, and to refund the advertiser's payment.

Regrettably insertion dates cannot be guaranteed. Boom Magazine are not liable for any loss caused by failure of an advertisement not being printed on a specific date.

Boom Magazine does not accept liability for printing errors. Although every care is taken on printing, credits and refunds will not be made unless corrections are notified immediately following the publication of the first insertion, advertisers are advised to check the first insertion carefully. Credits will not be issued due to minor errors, which do not corrupt the substantive nature of the advertisement.

All invoices are due on receipt and the advertiser agrees to pay a service charge of £10 a month or 1.5%, whichever is greater on invoices over 30 days past the due date.

If it becomes necessary for Boom Magazine to place an advertisers account with a collection agency or solicitor the advertiser agrees to pay all costs of collection, including solicitors fees associated with such collection.

Boom Magazine cannot guarantee any advertising performance or level of response. No verbal estimate as to effectiveness should ever be interpreted as a guarantee of results.

In the event that an advertiser sells or assigns their business, it is agreed that the advertiser will pay the balance of their account owed in full under this contractual agreement.

Boom Magazine reserves the right to reject this contract on part or whole upon receipt and subsequent review by head office.

No verbal agreement(s) apply. Any changes to this agreement(s) must be in writing and initialled.

NO CASH payment.

This contract is non-cancellable by the advertiser after the 14 day cool off period.

Boom Magazine may at their option publish your ad on social media or the internet (no additional charge) during the length of this contract.

If for any reason there is a delay in distribution, customer agrees to a pro-rata credit equal to the value of lost time

Should an auto credit card payment be declined during the length of this contract Boom Magazine reserves the right to charge the declined amount, at any time, through the duration of the term of this contract.

**Ad Ownership** – Your ad and any created logo is the product of our artists' creative abilities (unless it was provided to us by you or your ad agency). Is the property of Boom Magazine and the use of the ad or logo for any other printed purpose is strictly forbidden, unless otherwise agreed in writing. However, you may purchase the ownership of your ad for £30 and/or the created logo for £60, once paid the ads and/or logo will be yours to do with as you wish. The artwork will be saved in several different formats, including layered files, which will allow for the manipulation by other artists who may be using your ad and require written release. We will retain the original ad and/or logo for your future use on our advertisement sources.

The placement of an order will be deemed as an acceptance of these conditions.



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