

*“My Shrewsbury provides us with a fantastic local platform to reach untapped customers”*

**Beth Heath, Director of Shropshire Think Tank & Shropshire Festivals**

*“My Shrewsbury is incredibly popular with our customers – the magazine just flies out...!”*

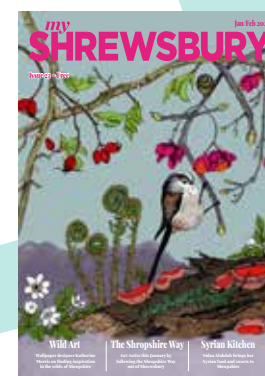
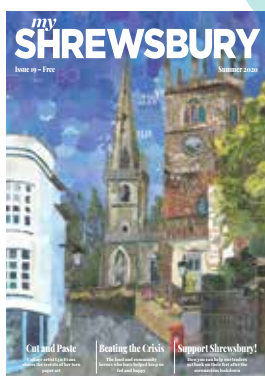
**Kate Gittins, Facilities Manager, Shrewsbury Market Hall**

*“My Shrewsbury’s coverage is superb; I see it everywhere and everyone is reading it”*

**Jonathan Soden, The Soden Collection**

# *my* SHREWSBURY

## MEDIA PACK





## *We're a hugely popular, bi-monthly lifestyle magazine celebrating everything great about Shrewsbury.*

We were established in 2017 by national newspaper freelance journalist Katy Rink who moved here in 2013 and became a passionate advocate of local life - and wanted to use her talents to capture the spirit of this special town. We are on a mission to be the best local publication anywhere in the country!

### **Talk to Shrewsbury. Talk to Us!**

Our sparkling editorial features would sit just as well in any national publication. It's why our readers love us and pay attention to every word. We pride ourselves on delivering the highest quality publication ever to have been dedicated to the town and surrounding villages.

Passionate about local Arts & Culture, Food and Entertainment, My Shrewsbury is full of personality and absolutely in touch with the life of our community. We go to extraordinary lengths to create our beautiful editorial content, working with national newspaper feature writers

and the best photographers in Shropshire. Our stunning front covers always carry bespoke artwork commissioned from Shrewsbury's top artists and illustrators.

We've lost count of the number of times readers have got in touch to tell us how much they love us. It's fair to say, we've captured the heart of the town. We know what makes Shrewsbury tick. We work very closely with our advertisers, using our knowledge and expertise to help champion businesses in Shropshire. Our readers go out of their way to pick us up. We have an approximate reach of 25,000+ and distribute 10,000 free copies via supermarkets, public buildings and businesses within 10 miles of Shrewsbury: 4,000 are delivered to letterboxes in key A/B neighbourhoods of Shrewsbury.

With nearly 13,000 followers on Facebook too and an average monthly reach of over 100,000+ we really do have the ear of the town.

# *my* **SHREWSBURY** **IN NUMBERS**

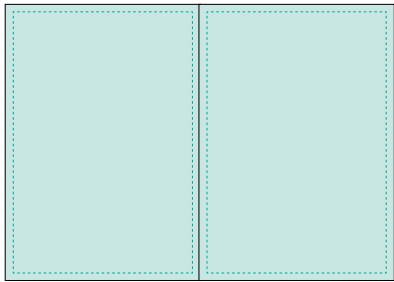


**ADVERTISING OPTIONS START FROM**

**£125**



# My Shrewsbury magazine - Rates and tech spec

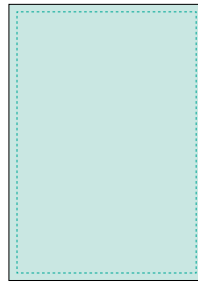


## DOUBLE PAGE SPREAD

**Trim size:**  
W 420mm x H 297mm  
**With 3mm bleed:**  
W 426mm x 303mm

**Centre fold:**  
Please allow a 6mm centre gutter for any image that runs across the spread. It is advised that 3mm is applied either side of the centre fold, and keep all important information 20mm from the centre fold due to binding

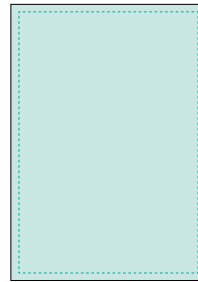
**£900** single booking  
**£800** min 3 editions  
**£750** annual booking (6)



## FULL PAGE

**Trim size:**  
W 210mm x H 297mm  
**With 3mm bleed:**  
W 216mm x 303mm

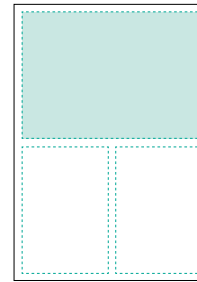
**£500** single booking  
**£450** repeat booking  
**£400** annual booking (6)



## PREMIUM PAGE

**Inside front cover, inside back cover, back cover**

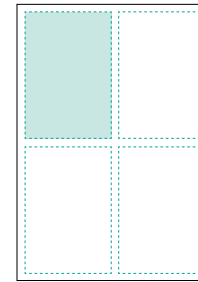
**£600** single booking  
**£550** repeat booking  
**£500** annual booking (6)



## HALF PAGE

**Trim size:**  
W 185mm x H 130mm

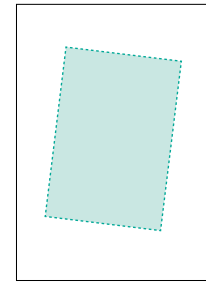
**£275** single booking  
**£250** repeat booking  
**£225** annual booking (6)



## QUARTER PAGE

**Trim size:**  
W 90mm x H 130mm

**£150** single booking  
**£140** repeat booking  
**£125** annual booking (6)



## LEAFLET INSERT

**Loose from £70 per 1000**

**POA** Quotations will be individually sourced depending on weight and size.

## ADVERT DESIGN SERVICE



We're happy to take artwork from your designers, but can also get our own experts to draw up your bespoke advert for a one-off 20% surcharge

## TECHNICAL GUIDELINES

Resolution: 300dpi  
Colour mode: CMYK  
File Format: Print quality PDF, JPEG OR TIFF

# My Shrewsbury Digital & Social - Rates

## My Shrewsbury Social

**13,000 Facebook followers, 100K + monthly reach and 60% plus engagement.**

We really are the voice of the town!

The best of local news - sharing all that matters from the heart of Shrewsbury.

Talk to us about Facebook Collaborations.

## My Shrewsbury Digital

At *My Shrewsbury* we offer online display advertising to a select group of advertisers.

This exclusivity protects our fabulous content online and prioritises user experience, whilst giving advertising partners fantastic exposure.

Choose a banner, prime or sponsor display and pay per month you advertise with us.

---

**Banner - £400pm**

**Prime Display - £200pm**

**Sponsor packages available on request - annual display**

## Business Profiles

Commission us to write a top quality, bespoke business profile for you, to use for your own content and to feature on *myshrewsbury.co.uk*

We'll explore the story behind your business - who you are and what makes you tick! It's what people want to read...

---

**Prices start from £150**

## Feature Articles

Work with us to create engaging copy about a recent venture, or your business news.

We don't just take your words and publish them. We use our wealth of editorial expertise to ensure maximum reader engagement and ensure that all eyes are on you!

All articles will be clearly marked as featured content.

Feature articles must be purchased with a display advert of at least one month.

---

**Prices start from £150**



## Why Advertise with My Shrewsbury?

- We are the most loved, best read A4 publication dedicated to life in Shrewsbury & surrounding area
- Our qualified journalists are experts in creating engaging content across multiple platforms
- We put content first, with high quality articles written by national newspaper freelance writers
- We have a print reach of 25,000+ with delivery to 500 businesses across Shropshire and leading supermarkets\*
- Targeted doorstep delivery to 4,000 households in key areas of Shrewsbury ensures your brand is seen by the right people in the right places
- We offer print, digital & social marketing solutions to help you connect with your audience
- We know what makes Shrewsbury tick and have the ear of the town
- We work hard to help you get maximum engagement and best value for your adverts
- Our excellent A4 print and paper quality makes your artwork stand out
- My Shrewsbury's stunning front covers with bespoke artwork by local artists always catch the eye - some readers are collecting them all!
- We are known for having the most comprehensive What's On guide anywhere in the county
- Our issues are read time and again and passed between friends & family - readers tell us they like to take time over them and sit down with a coffee, to read them as a treat
- We work hard to champion local businesses and our readers support local too
- Our aim is to build long-lasting, mutually supportive relationships with our clients
- We're full of bright ideas and always return your calls!

\*(based on a bi-monthly print run of 10,000)