

# The Essential Guide to Christmas and New Year in Derbyshire and East Staffordshire

Love Christmas , Love New Year is **THE** guide to shopping, leisure activities, and dining for people in Derbyshire & East Staffordshire.

## Overview

A comprehensive guide which highlights the numerous shopping, leisure and dining experiences Derbyshire & East Staffordshire has to offer throughout the Christmas and New Year period.

40 pages

High quality editorial content

36,000 full circulation

Free inside copies of the Derby Telegraph and the Burton Mail

Local, handy services directory for repeat reference

## Content

Showcase the diverse range of shopping, leisure and dining experiences in key towns and villages throughout Derbyshire and East Staffordshire

Quality editorial which will provide a comprehensive guide to all the Christmas and New Year activity in the local area.

Features on shopping, health and beauty, fashion, electrical and media, gifts and cards, jewellery, toys and games, books, entertainment, dining and places to go to relax and unwind.

Handy numbers, services and business information



## Advertising Rates

Inside Front	<b>£700</b> inc. 16k Impressions
Inside Back	<b>£700</b> inc. 16k Impressions
Double-page Spread	<b>£900</b> inc. 16k Impressions
Full Page	<b>£500</b> inc. 12k Impressions
Half Page	<b>£350</b> inc. 8k Impressions
Quarter Page	<b>£150</b> inc. 5k Impressions

\*Targeted impressions

All targeted impressions served on what's on channel for 1 week.

## Advertising Deadlines

Publication Date	23rd Nov
Approval deadline	10th Nov
Booking and copy deadline	7th Nov

## Technical Specifications

<b>Full page 32x8</b>	255mm width x 320mm depth
<b>Full page bleed</b>	285mm width x 350mm depth
<b>Half page 32x4</b>	125mm width x 320mm depth

<b>Half page 16x8</b>	255mm width x 160mm depth
<b>Quarter page 16x4</b>	125mm width x 160mm depth