



**Wiltshire
Publications**

Advertising

advertising@wiltshirepublications.co.uk
01225 704761 | 01373 452109



Family-run local newspapers

Trusted journalism for three towns



| Distributed free in
Melksham and
surrounding villages
Circulation: 14,000+



| Distributed free in Westbury
and surrounding villages
Circulation: 10,000+



| Distributed free in Frome
Circulation: 13,500+

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A local company with a regional reach

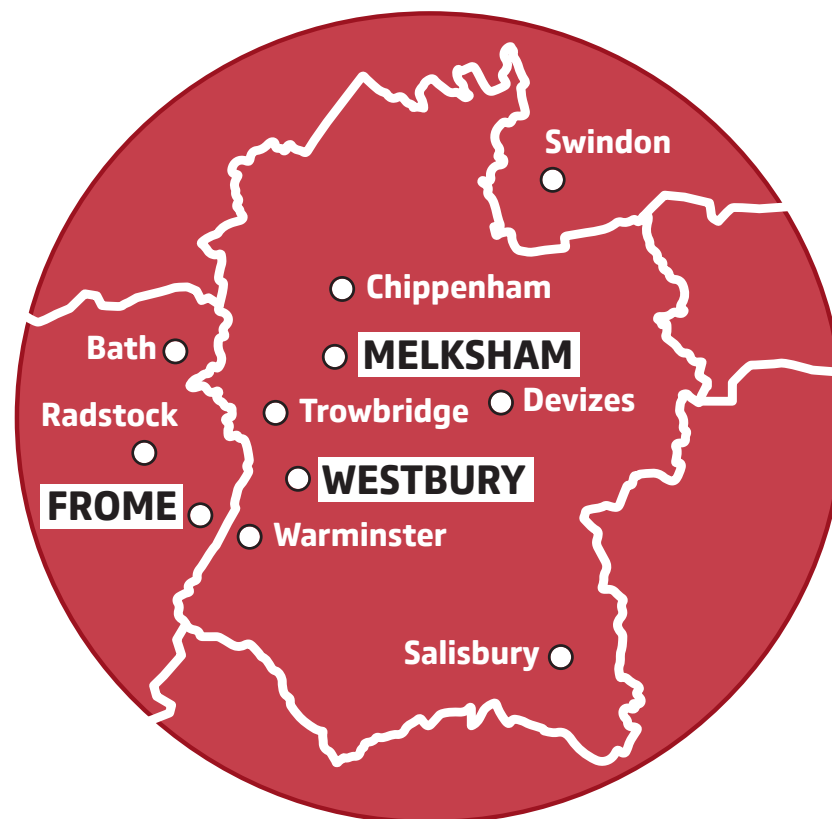
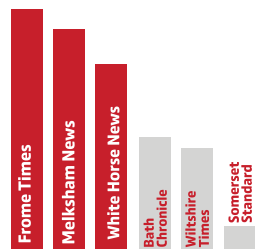
Three decades of promoting west country businesses.

Our region

Our three newspapers are circulated within the growing West Wiltshire and Mendip area. We are close to the busy urban centres of Bath and Swindon.

Unrivalled coverage

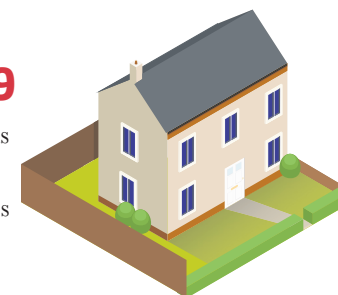
Our newspapers are more widely circulated than their local rivals. This means that your advert will be seen by more people.



Who are our readers?

22,369

Households
OWN
their homes



8,512

Households
RENT
their homes

30%

Professionals

13%

Skilled trades

12%

Administrative
& Secretarial



38,972
Economically
active



8,063
Retired

Data from 2011 census.

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Three ways to advertise

Increase the exposure of your business.



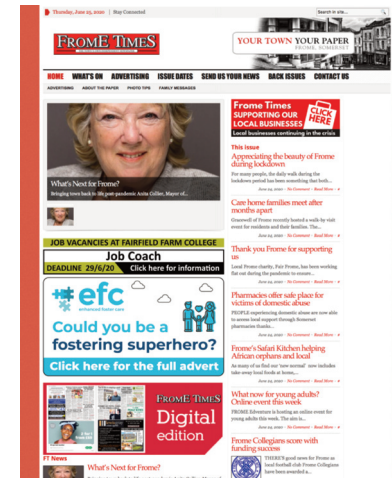
Newsprint

- Distributed free
- Fortnightly publication
- Full colour
- Dedicated job section



Digital newspaper

- No additional cost
- Available online
- Clickable links to your business
- iPad & mobile friendly



Website

- Local news content
- Various advertising locations
- Affordable pricing

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Why advertise with us?



Unparalleled distribution.

Our three newspapers are distributed free to over 39,000 homes every fortnight.



We are local.

Each of our newspapers provides extensive, original coverage of numerous aspects of local life and has a reputation for reliable news from well-informed local journalists.



Printed in full colour.

Make your statement in striking full colour. Each edition is printed by the award-winning Mortons of Horncastle Ltd.



It is a trusted platform for advertising.

We have well over 200 businesses which use us regularly and many have been advertising with us successfully for many years.



We can make an advert for you.

Provide the details of your advertisement and we will produce high quality artwork, free of charge.



Our interactive digital edition.

Your advert will appear in the digital version of the newspaper, at no extra cost. This is easy to view on computers and iPad.

“

We keep a check on where all our enquiries come from and your papers are by far the best.

Ransome Sunblinds

“

Apart from word of mouth, virtually all of my new customers come from yourselves.

Steve Green

“

Many regional and national brands have advertised in our newspapers:

The response has been extremely beneficial to our business and we will certainly continue to use them in the future.

Garstons Veterinary Surgery

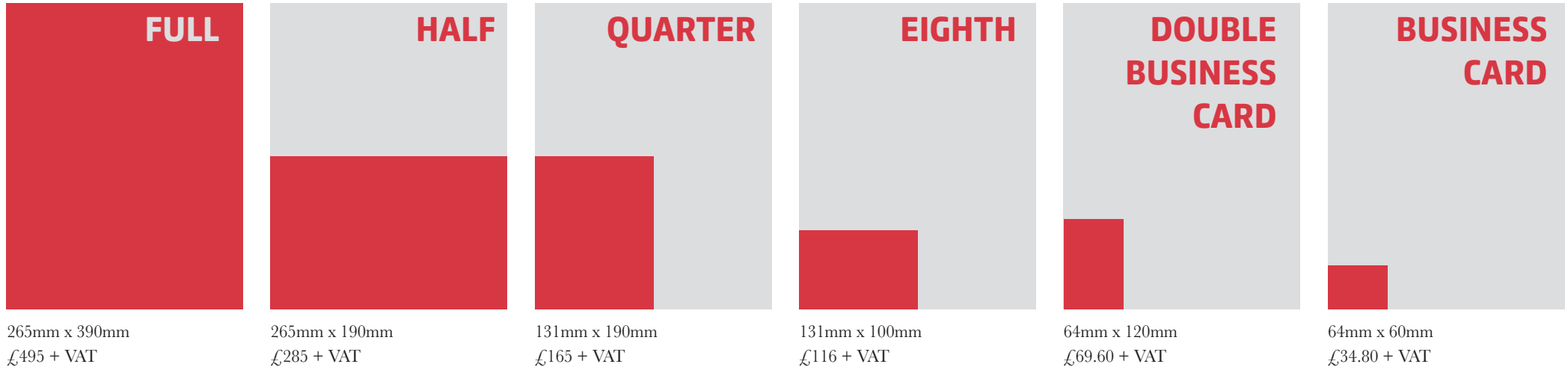


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Our sizes

Some of our most popular sizes



Generous discounts are available for regular advertisers

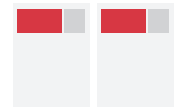
Just one of the many benefits of repeat advertising with Wiltshire Publications

- 10% discount**
for four issues
- 25% discount**
for ten issues
- 50% discount**
for a year's booking (26 issues)

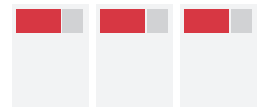
Discounts for advertising in more than one newspaper

Each newspaper offers thousands of opportunities for your advert to be seen.

Two newspapers
One newspaper full price
Second newspaper half price



Three newspapers
One newspaper full price
Second newspaper half price
Third newspaper half price



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Leaflets

Place your leaflets in our publications

We can include your leaflet as an insert within our newspapers.
This is a convenient, cost-effective way to promote your company
which also helps to maintain trusted, local journalism in our towns.
Call us today to discuss your requirements.

Rules of leaflet insertion

A minimum of 3000 leaflets must be distributed.
Leaflets must be in bundles of 100.
Bundles must be securely banded.
No offensive or inflammatory material.

FROM
£34
+ VAT
per
1000

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Our websites

A digital home for your brand

Our regularly updated websites are the perfect place to advertise your brand to local people. Each website hosts all of our high-quality news content as well as family messages, information on local events and local sports news.



www.melkshamnews.com

Pageviews: 75,259
Users: 24,200
Sessions: 39,285



www.frometimes.co.uk

Pageviews: 60,934
Users: 27,334
Sessions: 37,332



www.whitehorsenews.co.uk

Pageviews: 41,748
Users: 18,904
Sessions: 25,815

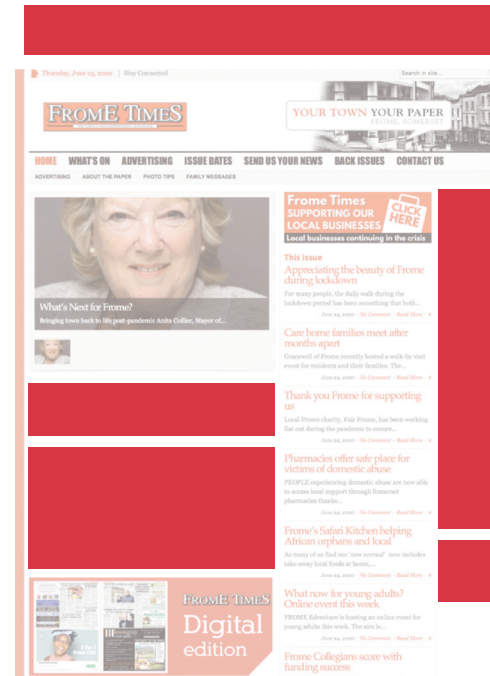
Data for 31 May 2019 - 31 May 2020

Sub-slider 500 x 150 px £64 per fortnight

This advert sits in a prominent position just below the slider on the home page.

Large sub-slider 500 x 300 px £52 per fortnight

This large advert sits on the home page, immediately above the link to our popular digital edition.



Leaderboard 728 x 90 px

£128 per fortnight

This wide banner is in a prominent position on each page of the website.

Sidebar 128 x 600 px

£64 per fortnight

This tall banner sits alongside the news stories on each page of the website.

Ladder box 128 x 130 px

£29 per fortnight

Conveniently sized advert that sits next to the main news stories from the week.



Social media push

£100 per fortnight



We will push your advertisement four times on our popular social media channels.



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