

DIRECT LOCAL

ADVERTISER'S INFO PACK



MAGAZINES • BUSINESS DIRECTORY • WEBSITES • SOCIAL MEDIA • LEAFLETS



Direct Local Bristol magazines started out in 2012 with just 5000 printed community magazines delivered free in South Bristol. Over the last few years we have seen a steady growth in our Bristol based business and the amount of Bristol magazines we deliver in Bristol. and surrounding areas.

This is due to the on going success and fantastic return on investment for our advertisers as they tell us they have also seen a steady increase in enquires each month.

Due to this success we have now increased our circulation to over 104,000 readers across five local Bristol community magazines targeting South Gloucestershire – North Somerset – North Bristol and South Bristol.

We also future proofed our business with Bristol's only weekly virtual Bristol magazine that launched during the Covid-19 out break that made us the only free local magazine operating in Bristol during the pandemic.

This allows us to give a virus free and safe solution to delivering the Bristol magazine full of local news from Bristol and South West.

Our magazines are also distributed throughout local points of interest in Bristol such as: Libraries, coffee bars, barbers, community centres, doctor's surgeries and dentists.

We are one of the most widely viewed publications in Bristol and surrounding areas thus making us one of the leading community magazines in Bristol to promote your business in Bristol and surrounding areas.

So why not jump straight in and become apart of our Bristol magazine readers and subscribe to our weekly Bristol magazine just [click Here](#) and start enjoying Bristol's favourite local community magazines now!

Plus if thats not enough for you to sink your teeth into then go take a look at our Bristol Business Directory with hundreds of local trusted businesses all ready to help you with anything from accountants to window cleaners. We think we have pretty much everything you need all in one place.

Pop in for a chat and coffee at our head office in Shirehampton and find out how we can grow your business.

The Direct Local Magazines are A5, glossy, full colour monthly publications covering the Bristol, South Glos and North Somerset areas.

Our unique weekly interactive online magazine is viewed by approx 23,000 people each week via email, social media.

Direct Local Magazines is delivered to thousands of homes and businesses each month.

Our local magazines are packed with articles, features, reviews, events, interviews and much more.

Want to reach 104,000 people a month?
Then keep reading!



WHY ADVERTISE WITH US

WE HAVE A HUGE DISTRIBUTION NETWORK

Our coverage is the key to making your business a success with our online and print advertising options all in one place!

We aim to provide a service you are completely satisfied with. Our experienced team are on hand to make sure that your business gets the best exposure possible.

We are confident that we can provide your business with the publicity it requires.

Talk to us about your advertising requirements today and find out how we can significantly raise the profile of your business in the local community very cost effectively.



We use the Royal Mail to deliver our publications to guarantee 100% delivery, every month. No other local publication can beat us for distribution in Bristol.

RATE CARD 2022 - PER MAGAZINE

South Bristol Magazines 22,000 copies

Advert Size	1 Month	3 Months	6 Months	12 Months
Full Page	£249	£224	£199	£174
Half Page	£130	£117	£104	£89
1/4 Page	£79	£71	£63	£55
Cover Slot	£99	£89	£79	£69
Back Cover	£299	£269	£239	£199
Inside Front C	£259	£233	£207	£181
Inside Back C	£259	£233	£207	£181

North Bristol Magazines 18,000 copies

Advert Size	1 Month	3 Months	6 Months	12 Months
Full Page	£239	£214	£189	£164
Half Page	£120	£107	£99	£89
1/4 Page	£69	£61	£53	£49
Cover Slot	£99	£79	£79	£69
Back Cover	£299	£269	£239	£199
Inside Front C	£249	£233	£207	£181
Inside Back C	£249	£233	£207	£181

North Somerset Magazines 18,000 copies

Advert Size	1 Month	3 Months	6 Months	12 Months
Full Page	£239	£214	£189	£164
Half Page	£120	£107	£99	£89
1/4 Page	£69	£61	£53	£49
Cover Slot	£99	£79	£79	£69
Back Cover	£299	£269	£239	£199
Inside Front C	£249	£233	£207	£181
Inside Back C	£249	£233	£207	£181

South Gloucestershire Magazines 22,000 copies

Advert Size	1 Month	3 Months	6 Months	12 Months
Full Page	£249	£224	£199	£174
Half Page	£130	£117	£104	£89
1/4 Page	£79	£71	£63	£55
Cover Slot	£99	£89	£79	£69
Back Cover	£299	£269	£239	£199
Inside Front C	£259	£233	£207	£181
Inside Back C	£259	£233	£207	£181

EXTRA MONTHLY SAVINGS

EXTRA 10% OFF FOR 2 MAGAZINES

EXTRA 20% OFF FOR 3 MAGAZINES

EXTRA 40% OFF FOR 4 MAGAZINES

Payment is made by easy to manage monthly Direct Debit's, although BACS can also be used. However, most of our customers pay by Go-carless as it helps your cash flow and ours.

OUR CANCELLATION POLICY

If you wish to cancel your advert we need this in writing via email giving us 30 days notice. Send your email to info@directlocalonline.com. Please note if you cancel after the deadline printed inside Direct Local each month your advert will still be published and you will still be charged.

To cancel your direct debit write to us via email and we will either cancel your direct debit or suspend it for future use.

If you book for 3 months and get the 3 month discount but cancel on the second month you will still have to pay for 3 months.

Bristol Weekly Magazine is
£10 a month for 1/4 page
£20 a month for 1/2 page
£50 a month for full page

Take all 4 publications and get the online magazine free!

An advert is a very effective way to let your target market know what services you can provide. Designed to be eye catching and informative but there may be times when you want to go in to more detail, and that's where advertorials comes in.

The advertorials, approx 200 - 350 words with images, perfect for promoting your business. These spots are highly sought after so please get in contact with us to see how to get your place.

Holiday rush has started in the South' **FROM £49 A MONTH**



Retired people in the South West have been booking holidays for later in the year in large numbers after receiving their vaccinations, according to the region's leading coach operator Bakers Dolphin.

Confidence is returning that the tourism market will bounce back after Easter with online and telephone bookings rocketing in the last weeks.

Ammanda Harrington, Sales and Marketing Director for Bakers Dolphin said, "It seems as if the first thing people do when they return home after receiving the Covid-19 protection vaccine is to start booking a holiday to look forward to."

"We are also getting so many requests for day excursions that that we are rushing out a special Days Out brochure in the next few weeks with ideas for trips to Stately Homes, gardens, museums and great scenery."

"Many people missed out on holidays and now want to get away as soon as they can. It is difficult for us to plan at the moment as we do not know when restrictions will be lifted. Bookings are very strong for resorts in Cornwall and the South West and also for Scotland."

"We are finding they are less strong for overseas, but people are keen to get into Italy, Spain and Austria on tours as soon as the regulations allow."

Since last March Bakers Dolphin has found that people are willing to book ahead and then that offering if necessary or have a refund when circumstances dictate. They know their holiday with Bakers Dolphin is a bonded company, and are flexible with a choice of money back, re-booking or refund vouchers when tours have been cancelled due to restrictions.

The coach operators are now expecting 2021 to be a bumper year for holidays once the vaccine roll-out is completed and Government advice allows restrictions.

Ammanda Harrington said, "The strongest take-up is for holidays in July, August and beyond but we still have people keen to go away after Easter if they possibly can." Bakers Dolphin offer bookings to be made through their web-portal www.bakersdolphin.com but telephone sales are still being taken by staff working from home. Shops in Broadhead and Weston-super-Mare are currently closed.

Bristol Business Directory

Our directory receives approx 1000 hits per day and appears position one on most search engines.

Bristol Business Directory
is Bristol's fastest growing
directory of local
businesses and trades.

With reviews, links and more to help the public make the right choice.

Bristol Business Directory listing offering a fantastic return on your investment for very little outlay and includes:

- Business Logo
- Business Name
- Contact details
- Website Address
- Backlinks
- Business Description
- Social Media
- Reviews
- Google Map Location

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directoriabristol

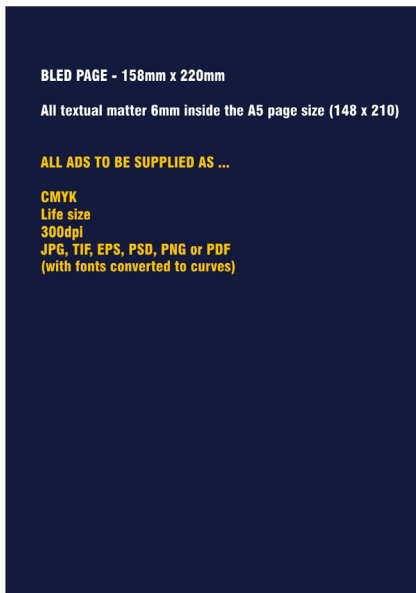
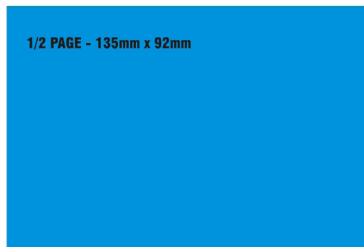
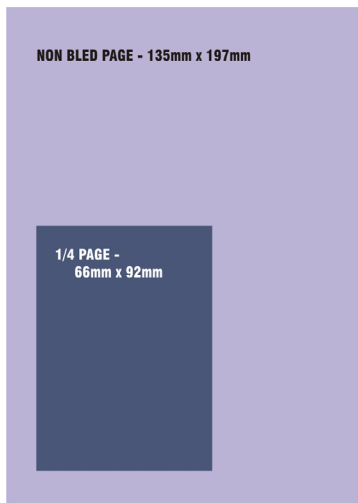
Bristol Business Directory

Welcome to The Bristol Business Directory

Bristol Business Directory is Bristol's A-Z Business Directory of trusted Bristol based tradesmen and professional businesses. Search for local trades, Estate agents, hairdressers, garages much and more with direct contact details, links to their websites and descriptions of their services so you can make the best choice when looking for a local business.

**£69
A YEAR**

ADVERT SIZES



Deadline for Monthly Magazines

20th of each month for print advertising.

Bristol Weekly Magazine

Every Wednesday 1pm. Adverts and editorials can be updated weekly if necessary.

Please note only informative news is free any promoting of a paid event or article leading to a business service is classed as a advertorial and chargeable.

HOW HAVE WE DONE SO FAR? READ OUR REVIEWS

Have had this mag now for over 5 years and it is done just right with local info and local traders for our use and now it is getting which trusted traders business in it too. Well done Mike.

Chris

Bristol Martial Arts Academy

In the past, I have not been a great believer in advertising in magazines or local papers because the price of the adverts has not been reasonable. Also, the only way I think it works is NOT to place an ad on a one off basis, the only way it will work is if it goes in for a long period of time to get the credibility. So with this in mind, it was great to see that Direct Local could offer me a low-cost way of placing an advert long term. I will highly recommend them for anyone who is looking for a very cost-efficient way of advertising with a great return.

Ian

C J Computing

We have had a phenomenal response from our advert in Direct Local having over 15 responses in the last 5 months that we have tracked using a bespoke phone number.

This is due to their distribution in key areas around South Bristol such as Broadwalk Shopping center and North St Bedminster.

Ron

A & L Builders

Direct Local has helped grow my karate club massively with their complete advertising packages offering print, social media and online marketing we have grown to one of the largest clubs in North Bristol.

Jake Watts

VMA Bristol

Really useful and informative magazine , great local insights and trustworthy advertisers as we have used a few of them, worth a read.

Kevin Dunn

UK Digital Marketing

SPECIAL OFFER!

WEBSITES
from
£349
ONLY

SELF-EMPLOYED, SMALL OR MEDIUM SIZED BUSINESS AND... LOOKING FOR A GREAT WEBSITE?

Contact us today:

matt@directlocalwebsites.co.uk - Tel: 0117 325 7915 - www.directlocalwebsites.co.uk

Free Bonus (With every website!)

FREE .co.uk domain name

FREE 1 month webhosting

FREE Updates for 1 month

BONUS

SAVING £100

Need to get online with your business? No problem we can help with packages designed just for you. Contact us for our latest offers today!

OUT EVERY THURSDAY!!

SUBSCRIBE TODAY!

TO BRISTOL'S ONLY WEEKLY DIGITAL INTERACTIVE MAGAZINE

JOIN THE REVOLUTION..

Want all the latest news first, straight to your inbox?
Then visit hit the button subscribe below!

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info@directlocalonline.com

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