

The **Hockley** **Flyer**

THE 'VOICE' OF THE JEWELLERY QUARTER

ADVERTISING DETAILS



Print - Display Advertisements

The Hockley Flyer magazine is an A5 size local publication for Birmingham's Jewellery Quarter. The display advertisements start at an 1/8 page in size and go up to double page spreads depending on your requirements, either making a splash with a 'one off' or long-term advertising. Our prices are based on single or 12 monthly insertions and copy can be changed whenever required but this has to be received by the deadline date to ensure it is updated. It is also the advertiser's responsibility to supply new copy or instructions by the deadline date.

Adverts with full bleed should allow at least 3mm bleed. Go to our website to download a page template.

Although not shown we can also do 3 and 6 monthly insertions, ask for prices.

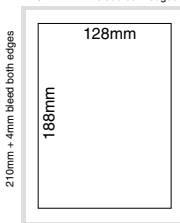
Print Frequency

The Hockley Flyer is published 12 times a year, around the 15th of the month providing the Jewellery Quarter with a monthly digest of all that is happening in the area and beyond.



Published by YBA Publications.

148mm +4mm bleed both edges



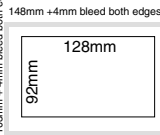
Full page A5 size

Note: Front Cover is same as Full Page except height is 160mm with 4mm bleed at bottom to allow for our heading strap.



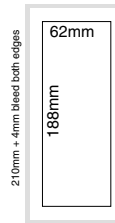
1/8 page

103mm + 4mm bleed both edges

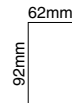


1/2 page landscape

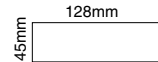
72mm +4mm bleed both edges



1/2 page portrait



1/4 page portrait



1/4 page landscape

Print - Display Advertisement Prices

SIZE	TYPE AREA	1 insertion	12 insertions	Yearly payment
2 Pages	2 x 188 x 128mm (+ bleed options)	£290.00 per month	£240.00 per month	£2448.00 save 15%
Full Page	188mm x 128mm (+ bleed options)	£160.00 per month	£130.00 per month	£1326.00 save 15%
1/2 Page	92mm x 128mm landscape or 188mm x 62mm portrait (+ bleed options)	£90.00 per month	£80.00 per month	£816.00 save 15%
1/4 Page	92mm x 62mm portrait or 45mm x 128mm landscape	£60.00 per month	£50.00 per month	£510.00 save 15%
1/8 Page	45mm x 62mm landscape only	£40.00 per month	£30.00 per month	£306.00 save 15%
Back Cover	210mm x 148mm + 4mm bleed	£190.00	Series may be accepted subject to negotiation.	
Front Cover	210mm x 148mm + 4mm bleed	£190.00	No Series will be accepted - individual ads only.	

Terms of Acceptance / Data

GENERAL: Note it is the responsibility of the advertiser or their agent to make the publisher aware of any copy changes and to provide new artwork by the set deadline.

DEADLINE/PUBLISHING DATES: Advertisements etc. must be received by the 20th of the month preceding cover date. Magazine is published roughly the 15th of each month.

SPECIAL POSITIONS: Inside Front Cover + 20%, Inside Back Cover + 15%, Subject to availability.

FRONT COVER: Must be of excellent design AND mostly photographic - NO repeat copy. See our website for availability and offers.

BACK COVER: Must be of excellent design - repeat copy is OK for a couple of issues. See our website for availability and offers.

APPOINTMENTS / JOB ADVERTS (Display): Pre-payment by using the online booking service. You can place your advert quickly on our online job-board section including photos, application forms, etc., plus mentions via social media. Also, the advert will be printed in the next available magazine in the Recruitment section.

CLASSIFIEDS: The original and oldest form of advertising with simple lineage adverts with no design - just pay a fee for up to a maximum of 800 characters. Automated online system gives you flexibility with your adverts. Note If you change the copy please make us aware you have changed it by the deadline.

CANCELLATION: Notice must be received in writing by 20th of month preceding cover date.

LATE PAYMENT: We reserve the right to charge £10 administration charge for payments exceeding our payment terms, which are 30 days from date of invoice.

PRODUCTION: PDF files of press quality, images around 300dpi resolution preferably as CMYK. PDF files produced in Quark and InDesign from both PC and MAC platforms accepted. PDF files produced from Microsoft Publisher may give unexpected results not shown up on screen. We do **NOT** accept PDF files produced with CorelDRAW as the colour profiling is different giving poor results in the final printing stage (these are not apparent pre-press).

ARTWORK: Normally free of charge, but a charge will be made for complex advertisements, or advertisement alterations.

BLEED OPTIONS: Full bleed option on all full- and 1/2- page adverts with 4mm on outer edges.

PROOFS: Not normally supplied, but if a proof must be supplied a charge will be made of £10, and any alterations must be made within 24 hours of the proof being supplied. Alterations will also be subject to charges.

BOX NUMBERS & INSERTS: Sorry - not accepted.

LEAFLETS: Sorry we do not offer a leaflet distribution service, nor do we accept inserts in the magazine.

Content

The Hockley Flyer magazine contains lots of advertisements from local companies and being in Birmingham's Jewellery Quarter, does contain a lot of news associated with jewellery and the manufacturing associated industries.

It also regularly has news from other local business's, business profiles, technology, training & education, property, and a new leisure section with art & lifestyle, and a detailed local events section.

Also, the latest planning applications and decisions are published.

A regular feature are the Heritage pages looking back at the 'Good Old Days' (and not so good!) of Hockley and the Jewellery Quarter.

Contact

General enquiries:

✉ info@thehockleyflyer.info

Editorial: Marie Haddleton

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Published by: YBA Publications, 31 Cedarwood Croft, Great Barr, BIRMINGHAM, B42 1HS

Digital - Rate Card for www.thehockleyflyer.info web site

The Hockley Flyer magazine also has a very busy website with banner advertising spaces available, along with an events web site at www.jqevents.info.

SIZE	7 days	14 days	30 days	365 days
Banner 728 x 90 pixels - various sitewide	£7.50	£13.50	£20.00	£200.00
Tower 250 x 300 pixels - rh sidebar sitewide	£5.50	£9.50	£15.00	£150.00
Tower 250 x 600 pixels - rh sidebar sitewide	£10.50	£19.50	£35.00	£300.00

Recruitment

HOW TO BOOK AN ADVERTISEMENT:

Deadline 20th of the month preceding cover date for printed magazine.

Book on-line

www.thehockleyflyer.info/submit-job

By Post: YBA Publications, 31 Cedarwood Croft, Great Barr, BIRMINGHAM, B42 1HS

SIZE	AREA	1 insertion
Full Page	188mm x 128mm	£110.00
1/2 Page	92mm x 128mm	£70.00
1/4 Page	92mm x 62mm	£55.00
4cm x 1 col	40mm x 40mm Vacancies Classifieds	£15.00

Book on-line We know how important it is to recruit new or replacement staff quickly. Book your advert online yourself quickly and easily. Once payment has been approved the advert will be approved usually within hours. We will take the details from the advert and produce your advert for the next available printed version, or you can also supply your own artwork.

Book off-line If you wish to place your advert without using our online service your advert will only appear in the printed version of the magazine. If you wish us to place the advert on-line as well an additional charge of £10 will apply for the extra work involved and extra details we require from you.

Business Pages

HOW TO BOOK AN ADVERTISEMENT:

Deadline 20th of the month preceding cover date for printed magazine.

Book on-line

www.thehockleyflyer.info/shop/business-pages

By Post: YBA Publications, 31 Cedarwood Croft, Great Barr, BIRMINGHAM, B42 1HS

SIZE	AREA	Number of Insertions		
		3	6	12
30mm x 1 column	30mm x 40mm	£15.00	£22.50	£36.00
30mm x 1 column	30mm x 84mm	£30.00	£45.00	£72.00
40mm x 1 column	30mm x 40mm	£20.00	£30.00	£48.00
40mm x 2 column	30mm x 84mm	£40.00	£60.00	£96.00
50mm x 1 column	30mm x 40mm	£25.00	£37.50	£60.00
50mm x 2 column	30mm x 84mm	£50.00	£75.00	£120.00
60mm x 1 column	30mm x 40mm	£30.00	£45.00	£72.00
60mm x 2 column	30mm x 84mm	£60.00	£90.00	£144.00

Book on-line Our Business Page adverts are the most cost effective and easiest adverts available. From 3 to 12 months, and every size from 3cm x 1 column to 6cm x 2 columns, these can be booked online and pay at the same time for all insertions booked! You can also upload your artwork whilst ordering. Nearly all our Business Page advertisers opt for the 12 month option.

Book off-line Send via email or post, but we do need payment for all insertions booked before accepting new adverts.

Digital Stats

20,000+
visitors per month
80,000+
page impressions per month

The Hockley Flyer web site has its own shopping section, and is updated regularly with news etc.

Follow us on

@hockleyflyer

facebook.com/thehockleyflyer

Print - Distribution

2500+ monthly distribution
4000+ readers

Based on 2 readers per copy

Mailed to key business within the Jewellery Quarter, subscribers (including outside the area), and the rest being left at many distribution points including the jewellery tool suppliers, large manufacturing jewellers, all the museums, many of the pubs, restaurants cafes, and hotels, The School of Jewellery, The Post Office, The Assay Office, and many independent jewellery and watch suppliers.

Print - History

The Hockley Flyer magazine is an A5 size local publication for Birmingham's Jewellery Quarter, and was founded by Marie and Mark Haddleton in the mid 1980's, and in November 2018 reached its 400th issue



Originally intended to be a single page 'flyer' with a few small ads and a bit of news, by the time word had got out the single sheet of paper or Flyer had grown into a magazine before the first issue was even published, so we had to learn about printing and publishing magazines - FAST!