COMMUNITY FAYRE

for Wirksworth and District

MEDIA INFORMATION

ADVERTISING IN THE NEW-LOOK COMMUNITY FAYRE

Raise your profile, and boost your business!

- Advertising in Community Fayre is a long-lasting, cost-effective way to get your business message across to a local audience of thousands of potential customers.,
- Community Fayre, Wirksworth's free (and much loved) community newspaper, has been published continuously since 1983, and it is believed to be the oldest-established community newspaper in Britain. And now it's in a new, easy-to-read A4 magazine format!
- Community Fayre provides regular, comprehensive coverage of news, events and developments in Wirksworth and the surrounding area.
- Community Fayre is an entirely voluntary enterprise, written and edited by volunteers, and distributed by volunteers. The advertising revenue pays for the print and paper costs, and all surplus revenue goes back into the Community Fayre funds. Nobody gets paid, and nobody makes a profit.
- Community Fayre maintains close contact with local schools, social clubs, churches, charities, businesses, sports clubs, arts and craft groups, history groups and much more. If it's something that's happening in Wirksworth and the villages, then Community Fayre is interested!
- Circulation of Community Fayre is 3,000 copies per issue, distributed through local shops, pubs, cafes, schools, social centres, churches – and in some areas, door to door as well. And now, Community Fayre is online as well!
- Your advertisement in Community Fayre will be seen by thousands of potential customers – in print and online – and it costs very little!

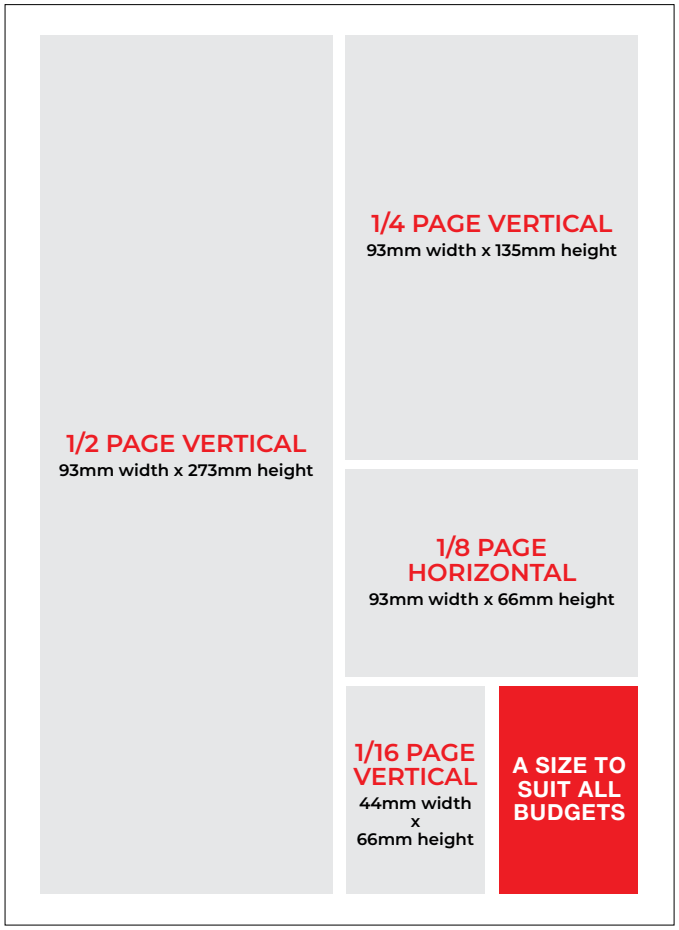
Now in print AND online as well!

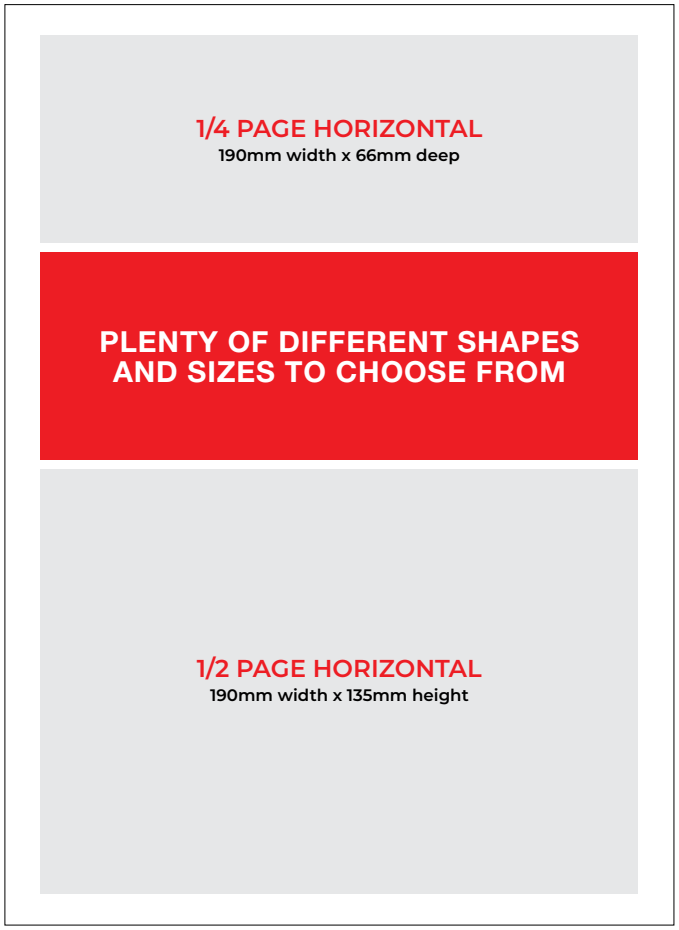
Community Fayre puts your message in front of thousands of potential customers in and around Wirksworth – in print and online

Read and trusted for more than 40 years!

Advertising in Community Fayre

- Community Fayre is free to its readers. It relies on advertising revenue to pay its printing costs, and it gives advertisers a cost-effective way of communicating with potential customers – not only the 5,000-plus people who live in Wirksworth and the surrounding area, but also the thousands of visitors to the town.
- Your advertisement in Community Fayre can be a half page, a quarter page, an eighth page or a 16th page. A half page or quarter page advertisement can be either horizontal or vertical format. That's a total of six different formats, and four different prices, to make it easy for you to choose the right size ad for your message, and to tailor your advertising spend to your budget.
- And when you book a series of four ads in consecutive issues, we'll give you a 10% discount – so your cost per advertisement could be as low as £24.75!





- All advertisements in Community Fayre appear alongside editorial material – they aren't buried among other ads. So our readers see your ads while they are reading the articles!
- Provide your own artwork, or you can send us some copy and images, and we'll do the design for you – there may be a charge for this depending on the amount of work involved, but we'll confirm this to you in advance. There's no extra charge for full colour, and there are no other costs.

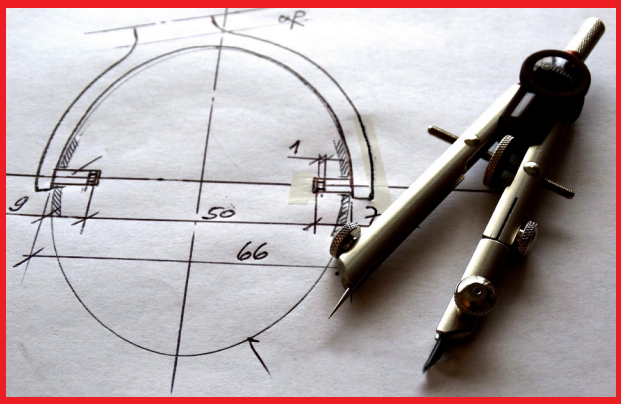
To book an ad, or just to find out more, contact **Jane Proctor** on **07905 783478**, or at **proc@uwclub.net**.

Choose the ad size and rate that's right for you!

Book four issues and save 10% on every ad!

ADVERT SIZE	Width	Height	One issue	Four issues
1/2 page horizontal	190mm	135mm	£187.00	£168.30
1/2 page vertical	93mm	273mm	£187.00	£168.30
1/4 page horizontal	190mm	66mm	£99.00	£89.10
1/4 page vertical	93mm	135mm	£99.00	£89.10
1/8 page horizontal	93mm	66mm	£52.25	£47.03
1/16 page vertical	44mm	66mm	£27.50	£24.75

CREATING YOUR ADVERT



We appreciate that a lot of advertisers will want to create their own artwork, so it is important to keep in mind that files need to be high resolution, ie 300dpi (dots per inch).

What looks good on your computer screen may not work in print (screen resolution is only 72dpi, so any images sourced from the internet will mostly likely be *one quarter of the quality* we need for printing – the result of that is your low resolution image will be fuzzy).

Also keep in mind that if you have booked a small advert (size 1/16 page vertical in particular), try to keep your text to a minimum and avoid thin fonts, shadow effects and underlining.

FILE FORMATS

We accept high resolution jpgs, tifs, pdfs and eps files. We can't accept Publisher documents or other Microsoft programmes.

EXTRA EXTRA

'Read all about it'

What the readers say about Community Fayre:

"Local, accessible, useful, interesting"

"A marvellous, integral part of Wirksworth"

"It's splendid, informative, communicative and entertaining"

"INFORMATIVE, SUPPORTIVE, INTERESTING"

"Lovely community spirit!"

"INVALUABLE COMMUNITY NEWS"

"A marvellous, integral part of Wirksworth"

"AN ASSET TO THE COMMUNITY"

"It's a great paper – we love it!"

COMMUNITY FAYRE

for Wirksworth and District

EDITORIAL COVERAGE

Community Fayre is in regular contact with dozens of organisations and hundreds of people in and around Wirksworth:

- Schools
- Churches
- Voluntary groups
- Charities
- Arts and crafts groups
- History groups
- Music and drama groups
- Children and toddler groups
- Special interest groups
- Educational groups
- Social groups
- Sports clubs

And our message is a simple one: *we want to hear your news!* We're interested in all and any new developments, special events, successful initiatives – anything that you have been doing or that you're planning to do that would be of interest to Community Fayre's readers, and to people living and working in and around Wirksworth.

Reply by email to **cfwirksworth@gmail.com**.
If you're sending copy, our preferred format is a simple Word document. Pictures should ideally be jpgs, sent as attachments rather than embedded in other documents.

Reply by post to **Community Fayre, 7 Coldwell Street, Wirksworth DE4 4FB**. Typed or handwritten copy is fine – if you're sending material that you want back, please make that clear.

If you don't want to write something yourself, but *would like someone from Community Fayre to contact you for an interview*, please let us know.

Print run: 3,000 copies!

To book an ad, or just to find out more, contact **Jane Proctor** on **07905 783478** or email **proc@uwclub.net**.