



**82,800 copies
hand-delivered
by TDG's own
distribution team
every month**

Media Pack

**Hand-delivered, EVERY MONTH to MORE homes in Hampshire
and West Sussex than any other magazine**

Reaching 235,000 readers



Why is **The Directory Group** the best choice?

The Directory Group has been established for 18 years, so we know better than anyone how to generate new business for local advertisers.

We help companies win more local business, by offering various targeted and effective advertising options including:

- 7 Monthly Printed Directories, which are hand-delivered by our dedicated distribution team to more homes than any other local publication across the south of Hampshire and West Sussex.
- Leaflet Distribution Services – we can deliver flyers and marketing material with our monthly directories.
- Beautiful South – our Luxury Lifestyle Magazine which is targeted and hand-delivered to a local affluent audience. We are honest, passionate and proactive, we treat every single business as if it were our own, offering the most suitable marketing advice all-round.

We are also proud to be fully engaged with our local community, raising awareness for our three local chosen charities throughout the year. We call this the Care Factor, providing the link between our Customers, Community and Charities.

The community is at the heart of everything we do and we will strive to remain involved in all things local.



The Directories:

Monthly Printed Copies: **82,800**

Readership: **235,000**

Distribution: **By our own TDG Teams**



Think local. Think passionate.
Think The Directory Group.

Our monthly directories

The Petersfield Directory was established in 2005. Due to popular demand we have since launched 6 new directories across the south of Hampshire and West Sussex, and now offer 7 local publications, reaching **235,000 readers** – **more than any other local publication.**



Plus, our **free design service** gives you the opportunity to shout about your business in the best possible way.

Our directories are hand-delivered through the letterboxes of **82,800 homes** by our team of **200** distributors each month, and all deliveries take place over a five-day period, so you know exactly when they will be delivered. Our own distribution manager co-ordinates all of our services from the TDG distribution centre.

We have worked hard to ensure we have **THE BEST** distribution service locally, as we have a passion for getting things right first time, every time.



The directories provide:

- A clever mix of directive and awareness advertising
- A tried and tested method of marketing – the companies who advertise with us consistently re-book
- Eye-catching advertising campaigns
- Exciting and informative articles and business features
- A perfect platform to generate great new business



7 Directory Area Editions

Delivered through the letterboxes of 82,800 homes and local businesses EVERY MONTH of the year!

We offer 7 different area editions, so you can target specific locations whilst maximising your budget and response! Our monthly publications are hand-delivered at agreed times, by our own TDG distribution teams, and co-ordinated by our Distribution Manager.

For more detailed individual maps please contact our sales team on 01730 260746 or email: sales@thedirectorygroup.co.uk



Waterlooville, Denmead Purbrook & Widley edition

Distribution:
16,100
every month

Farlington, Drayton & Cosham edition

Distribution:
11,200
every month

Petersfield edition

Distribution:
8,400
every month

**Reaching
235,000
Readers
EVERY
MONTH!**

Clanfield, Horndean & Cowplain edition

Distribution:
15,700
every month

Rowlands Castle & Havant edition

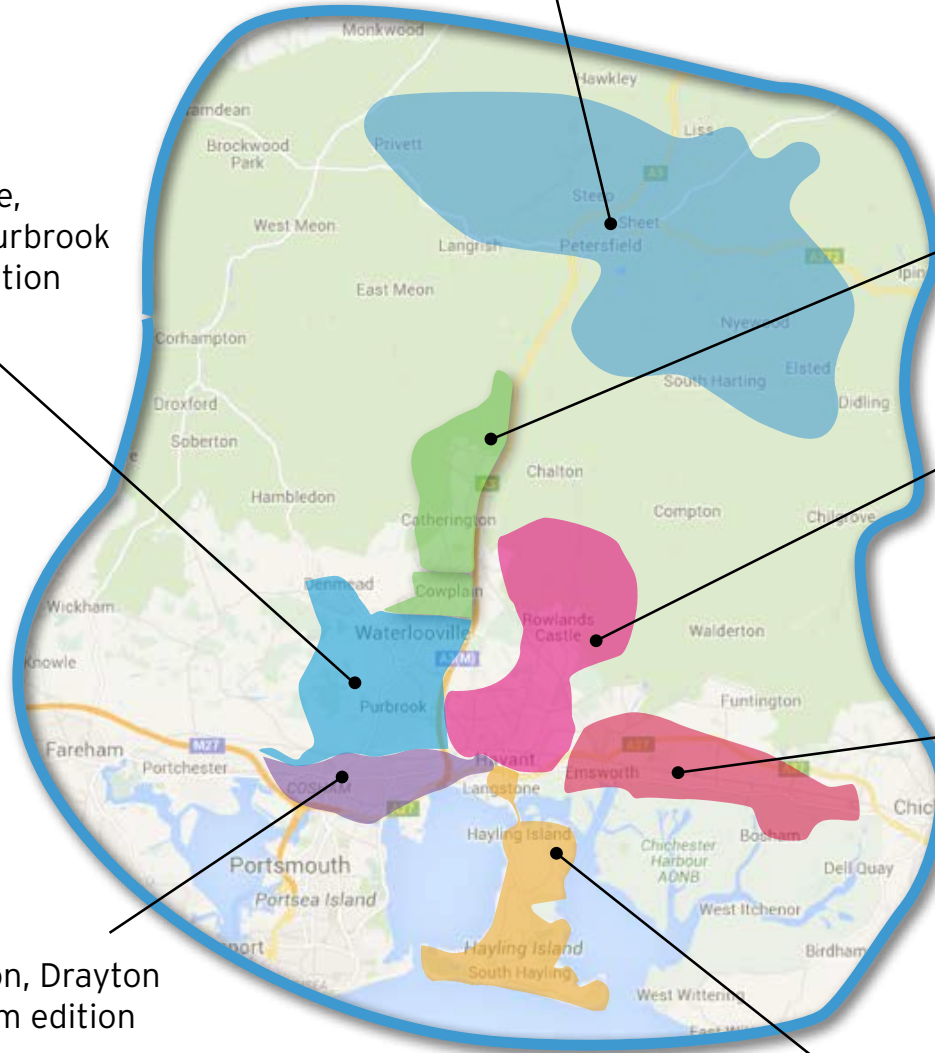
Distribution:
10,000
every month

Emsworth edition

Distribution:
12,600
every month

Hayling Island edition

Distribution:
8,800
every month





Delivered to MORE homes in Hampshire & West Sussex than ANY other magazine

Here is a handy comparison chart to show how many copies of each magazine are printed

Frequency	Editions	Printed Copies	
Weekly	1 Edition	7,462	Petersfield Post (NP)
Monthly	1 Edition	8,000	The Village Magazine
Bi-Monthly	1 Edition	8,000	The Hayling Trader
Monthly	1 Edition	12,500	Alresford Forum
Daily	1 Edition	16,369	Southern Daily Echo
Daily	1 Edition	19,797	The News (NP)
Monthly	2 Editions	25,000	Post Code Publications (NP)
Bi-Monthly	3 Editions	30,000	'Life in Farnham/Haslemere/Petersfield' Magazines
Monthly	6 Editions	30,000	Forget Me Not
10 Months	5 Editions	38,273	Stay Local
Monthly	7 Editions	82,800	The Directory Group

Reaching
235,000
readers
EVERY month
of the year

Did you know... we do social media campaigns ?

We can promote YOUR business to over **16,900 local followers!**
Scheduled onto The Directory Group's social media platforms to
generate additional enquiries...



~~£150~~

Reduced to...

£100

**Plus vat
per month***

**The perfect opportunity to
take your business to a new,
online audience.**

- Up to two advert designs and text
- Adverts would be posted on TDG Facebook & Instagram.
- Your posts would go up regularly throughout the week; at prime times.
- Social media management for your own accounts also available, enquire for more details.

Just say yes and we will do the rest!

*3 month minimum commitment, monthly payment option available.

Offering You the Complete **LEAFLET DISTRIBUTION SERVICE**

We understand that great distribution is a key factor in the response of any marketing material...

That's why we offer the **VERY Best Leaflet Distribution Service Locally**

The **ONLY** local media company to...

- Employ their own 200 Distributors
- Employ a dedicated Distribution Manager
- Offer warehouse facilities to store leaflets and schedule regular drops
- Agree time scales to distribute within

Have **NO FLYERS** to distribute?

Don't Stress – we can:

1. Design the flyer
2. Print the flyer
3. Store the flyer
4. Distribute the flyer

We offer **7 Directory Areas** to target as listed below:

Petersfield • Clanfield, Horndean & Cowplain • Emsworth
Waterlooville, Denmead, Purbrook & Widley • Farlington, Drayton
& Cosham Rowlands Castle & Havant • Hayling Island

PLUS our Out of Area Distribution Service

We can now distribute your leaflets/menus/brochures in **NON Directory areas** – ie: Midhurst, Alton, Liphook, Guildford, Winchester, Portsmouth... You name the area and we can deliver them!

Contact us for a quotation: 01730 260746

sales@thedirectorygroup.co.uk



“

"I have developed a great partnership with **The Directory Group**, after many years of both advertising in the **book and leaflet distribution**, it is now the only form of advertising that I use as it really **targets** our customers and **works really well for us.**"

Graham Parish,
Hilltop Garage

“

"Just a quick note to say thank you to all your team very much for all your help with the **leaflets and advertising** for the Easter Fun Day. We had over **1000 people** on the day and raised a bit of money for the charities."

Simon Butler,
The Barn Store

“

We frequently use **The Directory Group** for our leaflet drops that show **immediate increase** in use of Horizon Leisure Centre. Research has also shown the leaflet drops has **increased awareness** of the services available at Horizon Leisure Centre.

Lindsey Mchugh,
Horizon Leisure Centre

“

"The Directory group offer reliable **targeted leaflet distribution** to our catchment area. I have used other leaflet distributors in the past with mixed results, but with **The Directory Group** I have never seen **so many responses**"

Havant Leisure Centre

“

"The Directory's leaflet distribution service is excellent - **accurate, efficient, and gets results.**"

- The Petersfield School

**Leaflet
Distribution
Direct**



the
Directory
group

“

The Directory Group is no ordinary publishing company. They **truly care** about the success of the businesses that advertise with them and continue to **innovate and offer new ways** for their customers to **promote themselves.**

- Bea Solutions Ltd

We realise that we are only as good as the results we deliver!

Services we can offer

- Free advert design and personalised campaigns within our monthly Directories – distributed to over 82,800 homes each month
- Social Media Campaigns on Facebook & Instagram
- Editorials and Restaurant Reviews
- Leaflet Design, Print & Distribution
- Printing
- Our Luxury Lifestyle Magazine - Beautiful South



Think local. Think passionate. Think The Directory Group.

Advertising Rates Per Area Edition*	Monthly Distribution	Full Page Advert	Half Page Advert	Quarter Page Advert	Half Page Advertorial	Full Page Advertorial	Front Cover	Back Cover	Inside Front Cover
Petersfield	8,400	£194	£103	£66	£103	£194	£520	£380	£230
Clanfield, Horndean & Cowplain	15,700	£249	£130	£88	£130	£249	£650	£495	£299
Waterlooville, Denmead, Purbrook & Widley	16,100	£249	£130	£88	£130	£249	£650	£495	£299
Farlington, Drayton & Cosham	11,200	£226	£121	£77	£121	£226	£600	£440	£260
Rowlands Castle & Havant	10,000	£194	£103	£66	£103	£194	£520	£380	£230
Hayling Island	8,800	£194	£103	£66	£103	£194	£520	£380	£230
Emsworth	12,600	£226	£121	£77	£121	£226	£600	£440	£260

All Area Advertising Rates* 7 Area Editions (These have a 50% Discount applied)	Full Page Advert	Half Page Advert	Quarter Page Advert	Eighth Page Advert
82,800 homes - Petersfield, Clanfield & Horndean, Cowplain, Waterlooville, Denmead, Purbrook & Widley, Farlington, Drayton & Cosham, Rowlands Castle & Havant, Hayling Island & Emsworth.	£770	£495	£245	£125

*All prices exclude vat.

Full, Half and Quarter page adverts within individual areas minimum 3 month booking.

Advertorials, Prime space (Front, Back and Inside Covers) and All Area bookings can be booked per month.

LEAFLET DISTRIBUTION RATES

We offer a distribution service with our monthly publications (to any of the above listed areas).

From cards, leaflets, to menus, we can distribute them all!

£25 plus vat per 1000.

DESIGN SERVICES

We offer a design service for all marketing material including, leaflets, cards and brochures.

Please enquire for a personalised quotation.

SOCIAL MEDIA RATES

We can design and write 2 different posts (social media adverts) and share them on our Instagram and Facebook accounts – to thousands of our local followers 3 times each week.

£100 plus vat each month - 3 month minimum commitment.

PAYMENT TERMS

14 day terms or monthly terms available. Payment methods: Go Cardless – Credit/Debit – BACS.




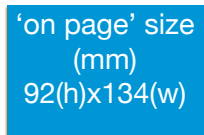


For more information Call: 01730 260746 or email: sales@thedirectorygroup.co.uk | www.thedirectorygroup.co.uk

The Directory Group, Unit 1 Viceroy Court, Bedford Road, Petersfield, Hants, GU32 3LJ

Advertising Specifications & Deadline Dates For printed & Online Editions



Advert Sizes:

Front Cover  'on page' size (mm) 142(h) x119(w)	Back Cover trim size (mm) 210(h)x148(w) bleed size (mm) 216(h)x154(w)	Full Page & Inside Front trim size (mm) 210(h)x148(w) bleed size (mm) 216(h)x154(w)	Half Page Column  'on page' size (mm) 191(h) x64(w)	Half Page Horizontal  'on page' size (mm) 92(h)x134(w)	Quarter Page  'on page' size (mm) 92(h)x64(w)	Mini Advert  'on page' size (mm) 43(h)x64(w)
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We accept PDFs and JPEGs as file formats when supplying adverts to us.

2023 Deadline dates:

JANUARY 2023 EDITION

Artwork/Copy deadline: 10th Dec

FEBRUARY 2023 EDITION

Artwork/Copy deadline: 13th Jan

MARCH 2023 EDITION

Artwork/Copy deadline: 10th Feb

APRIL 2023 EDITION

Artwork/Copy deadline: 17th Mar

MAY 2023 EDITION

Artwork/Copy deadline: 14th Apr

JUNE 2023 EDITION

Artwork/Copy deadline: 12th May

JULY 2023 EDITION

Artwork/Copy deadline: 16th June

AUGUST 2023 EDITION

Artwork/Copy deadline: 14th July

SEPTEMBER 2023 EDITION

Artwork/Copy deadline: 11th Aug

OCTOBER 2023 EDITION

Artwork/Copy deadline: 15th Sept

NOVEMBER 2023 EDITION

Artwork/Copy deadline: 13th Oct

DECEMBER 2023 EDITION

Artwork/Copy deadline: 10th Nov

**FREE
Advert
Design
Service**



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BEAUTIFUL SOUTH MAGAZINE

The only local lifestyle complimentary magazine which guarantees distribution direct through the doors of local ABC1 homes

From discovering beauty spots in the heart of the Hampshire countryside to venturing behind the scenes to learn more about local businesses, Beautiful South provides a fresh perspective on local life.

A wealth of in-depth features and interviews explore luxury lifestyle from every angle, encompassing health and beauty, style and interiors, travel inspiration and society events. Meanwhile, a dedicated men's section – the Gentleman's Notebook – focuses on style inspiration, grooming tips, motoring and the latest innovative gadgets. This diverse content is supported by stunning photography showcasing the South Downs countryside and communities at their beautiful best.

Beautiful South is the perfect platform to place your business before a highly affluent audience, who appreciate quality products, a high standard of service and the finer things in life. Vibrant content, quality coverage, striking design – Beautiful South truly sets the standard.

Distribution



Frequency:
Quarterly



Online:
Unlimited



Readership:
80,000



Audience Profile

Beautiful South reaches a highly discerning audience:

- Majority aged over 45 – the demographic that holds the nation's wealth
- Typically own their own home and married/living with a partner
- Active consumers with a disposable income
- Typically value quality, independent services and goods over the cost of these products alone
- Appreciate the finer aspects of local life – events, attractions and locations

Beautiful South

Advertising Rates

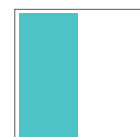
	1 Issue	4 Issues
Back Cover	£1,500	£4,500
Inside Front Cover	£1,000	£3,000
Inside Back Cover	£1,000	£3,000
Full Page	£800	£2,100
Half Page	£450	£1,600
Quarter Page	£300	£1,000



Back Cover, Inside Front,
Inside Back, Full Page
Trim size (mm):
225(h)x225(w)
Bleed size (mm):
231(h)x231(w)



Half Page Landscape
Trim size (mm):
98(h)x200(w)



Half Page Portrait
Trim size (mm):
200(h)x98(w)



Quarter Page
Trim size (mm):
98(h)x98(w)

Copy deadline dates 2023

Spring Edition

April – June

Copy deadline 5th March 2023

Summer Edition

July – September

Copy deadline 5th June 2023

Winter Edition

October – December

Copy deadline 5th September 2023

New Year Edition

January – March

Copy deadline 15th November 2023

Artwork Requirements

At Beautiful South we offer a full design service and are here to help see that you get the best possible results from your advertising campaign with us.

1. When supplying images or logos, please ensure that the resolution is at least 300dpi (or vector files).
2. We can accept the following file formats and types: .PDF .JPEG
3. Although we have a vast array of fonts, if you are sending over a document or file that has special font requirements please contact us for advice.
4. Complete artwork should be set to CMYK and 300dpi (Lower resolution images may result in a pixilation effect on your artwork).
5. Software programs we accept: Adobe Photoshop, Illustrator and InDesign (CS6).

When supplying your advertorial copy:

1. A full page advertorial with images needs to be 500 words max.
2. A half page advertorial with images needs to be 280 words max.
3. If you would like to include images or logos in your advertorial, please supply them as high resolution (300dpi) in any of the following formats and types: .JPEG .PDF

If you are unsure or need any advice about any of the above, please don't hesitate to call us on 01730 260746 or email sales@beautiful-south.co.uk