



Media Pack 2008 / 2009

simply geo!
magazine



Who are we?

simply geo! magazine is written and produced by holland hall property specialists who are based in Hale village, Cheshire. Established in 2006, holland hall bring a whole new customer-centric, marketing driven approach to buying and selling houses.

Why are we different?

- simply geo! magazine is a unique publication which draws people in on the back of their natural curiosity about property in this area.
- The magazine builds a relationship with the same 14,000 households each edition.
- simply geo! magazine incorporates local history articles, a selection of properties being marketed by holland hall (each described in the context of both natural and local history) and local property price reports.
- The magazine features a regular slot for a budding local artist in addition to inspiring articles about local businesses.

How do we help you find more customers?

All of our advertisers receive the following additional benefits.

- **Free page in our online address book** - with five links directly to your own web site. We receive over 4,000 hits on our web site every month!
www.holland-hall.co.uk/partners/index.htm
- **Direct link from Rightmove property portal** to your own web page at holland-hall.co.uk. Over 2,500 home buyers and sellers view our properties online every week!
- **Business referral** - we speak to hundreds of buyers and sellers every month. We refer business to our advertisers!
- **Free direct mail** - we mail to over 250 home owners every month, all of which are currently buying or selling in Hale, Hale Barns, Bowdon or Altrincham - we include our advertisers marketing materials free of charge

Circulation / Coverage

- Over **14,000 homes** in **Hale, Altrincham, Hale Barns and Bowdon** receive simply geo! magazine free of charge as a solus delivery.
- **4,000+ hits per month** at holland-hall.co.uk
- **2,500 buyers and sellers** view our properties on Rightmove every week
- The magazine is also distributed throughout the local area to restaurants, doctors, dentists, hairdressers, golf clubs and any other appropriate locations
- simply geo! magazine is available for viewing and download at www.holland-hall.co.uk



The Reader

- Over 22,000 adults receive simply geo! magazine including a high percentage of affluent professionals and families. (43% AB's)
- Home ownership is very high with 45% owning their home outright, while another 45% have a mortgage.
- Readers are active home-buyers and crave information about the property market.
- They are financially astute and have a readily available disposable income which they enjoy spending on themselves, their families and their home. They take great pride in the presentation of their home.

Publication Dates

Issue	Deadline Editorial Copy	Deadline Advertising Copy	Delivery Commence
Sept/Oct 2008	15/08/08	15/08/08	01/09/08
Nov/Dec 2008	24/10/08	28/10/08	10/11/08
Feb/March 2009	12/1/09	16/1/09	28/1/09
April / May 2009	9/3/09	11/3/09	23/3/09
June / July 2009	11/5/09	13/5/09	29/5/09



holland hall property specialists - Unique “Partner Package”

While one-off advertising is appropriate to advertise a particular promotion or event it is widely recognized that to create awareness and build a sustainable brand it is essential to supply consistent and regular communication with your target audience. With this in mind holland hall have introduced the “**Partner Package**”. £1,500

Advertising/Editorial

- Up to 5 adverts/editorial placed, in issues of simply geo! magazine during 2008 / 2009
- Maximum of 3.5 x Full Page equivalents. Any combination of advert size is available e.g 2 x full pages and 3 x 1/2 pages = total 3.5 pages of advertising

Business Referral

- holland hall actively refer business through to our advertising partners from our large number of clients looking to buy or sell with us

Website

- Multi page feature within www.holland-hall.co.uk/partners/index.htm
- Direct link to your own web site
- Direct link from every property marketed on line to the partner pages

Sale & Altrincham Messenger

- Partner advertiser’s own logo/branding featured at the bottom of all holland hall property specialists full page fortnightly adverts in the SAM

Property Brochures

- Advertiser’s logo/branding featured within every copy of holland hall’s property brochures. About 50 of these very high quality brochures are printed for every property that holland hall is marketing including bespoke simply rare! brochures.

How Much?

- The “**Partner Package**” is fantastic value at just **£1,500**.



Advertising Rates

	<u>1 issue</u>	<u>3 issues</u>	<u>5 issues (full year)</u>
Full page	£600	£515	£475
Half page	£350	£310	£275
Quarter page	£125	£105	£100
1/8 page	£55	£50	£48
Back Page	£650	£550	£500

Note: VAT at 17.5% will be added to the above rates.

Creation of artwork for magazine

Should you require assistance in the production of your advertisement the following artwork charges apply:

- Full page £175 + VAT Half Page £140 + VAT
- Quarter page £105 + VAT

All artwork created can be supplied as a press quality pdf file. The copyright will be passed over when payment is received. The native file can be supplied for £17.50 + VAT. Amends to existing artwork – poa.

Standard Advertising

- All artwork should where possible be supplied as a high resolution pdf

Advertorial

- Half Page – Approx 250 words and 3 images
- Full Page – Approx. 450 words and 5 images



Terms and Conditions

holland hall property specialists do not take responsibility for any descriptions relating to goods or services contained within a third party advertisement. Advertising is accepted on the basis it does not contravene the provisions of the Trade Descriptions Act 1968.

Payment for advertising will be requested in full at time of copy approval before going to print .

Contact

For further information please contact Clive Hall on (0161) 929 1117 or email: clive.hall@holland-hall.co.uk

