

MEDIA PACK

Essential Suffolk is the glossy lifestyle magazine celebrating life our county – a showcase for the ultimate in good living from homes, fashion and jewellery to art, theatre, food and drink. We publish six issues a year and each time a free, though priceless, copy of the magazine is distributed to more than 6,000 of the best homes in Suffolk via Royal Mail.

The select distribution list is unique and unrivalled. Every copy has been individually targeted to end up in the hands of the county's elite or in homes that we have calculated have above

average levels of disposable income. In choosing homes their market value, location and condition were all considered with each road within the distribution area individually visited.

Further copies of Essential Suffolk are also distributed to selected venues including top end hotels, selected waiting areas and the like. From our research the readers of Essential Suffolk are successful, affluent, active consumers, socially mobile, community focussed and Suffolk centric.



Advertising Deadlines

PUBLICATION	BOOKING DEADLINE	COPY DEADLINE	DISTRIBUTION
SPRING (APRIL & MAY)	26 FEBRUARY	5 MARCH	29 MARCH
SUMMER (JUNE, JULY & AUGUST)	29 APRIL	6 MAY	26 MAY
SEPTEMBER & OCTOBER	30 JULY	5 AUGUST	25 AUGUST
NOVEMBER & DECEMBER	30 SEPTEMBER	7 OCTOBER	27 OCTOBER
JANUARY & FEBRUARY (2022)	26 NOVEMBER	3 DECEMBER	29 DECEMBER

Advertising Rates

	SINGLE ISSUE	UP TO 4 ISSUES	6 ISSUES
STANDARD ADVERTISEMENT			
DOUBLE PAGE SPREAD	£1,950	£1,125	£800
FULL PAGE	£1,200	£750	£575
HALF PAGE	£660	£415	£320
QUARTER PAGE	£365	£225	£175
DIRECTORY (DOUBLE TILE)	N/A	£70	£50
DIRECTORY (SINGLE TILE)	N/A	£35	£25
SPECIAL POSITIONS			
INSIDE FRONT COVER	£1,450	£995	£795
PAGE 3	£1,450	£995	£795
INSIDE BACK COVER	£1,350	£945	£745
BACK PAGE	£1,550	£1,085	£855
EDITORIAL (AS PART OF SCHEDULE)			
DINING REVIEW	N/A	N/A	£400
SHORT BREAK	N/A	N/A	£400
PUB WALKS WITH DARCY	N/A	N/A	£320
RECIPE	N/A	N/A	£275
BUSINESS PROFILE (DPS)	N/A	N/A	£800
BUSINESS PROFILE (SINGLE)	N/A	N/A	£675
PROFESSIONAL PAGES			
HALF PAGE	N/A	N/A	£250
FULL PAGE	N/A	N/A	£450
FOOD GALLERY			
1/6 PAGE SET STYLE	N/A	£70	£50

All rates are per insert & +VAT. All series and editorial rates are net of any agency discounts.

Advertising Sizes

FULL PAGE WITH BLEED	303mm x 2016mm
FULL PAGE WITH BLEED	303mm x 2016mm
FULL PAGE	264mm x 179mm
HALF PAGE (LANDSCAPE)	128mm x 179mm
HALF PAGE (PORTRAIT)	259mm x 88mm
QUARTER PAGE	128mm x 88mm
LARGE DIRECTORY TILE	118mm x 58mm
SMALL DIRECTORY TILE	55mm x 58mm