

Advertise your business locally



Advertising rates as at January 2016

All prices are shown per issue, in a single magazine, excluding VAT. Prices quoted are for advertisers who supply finished artwork in PDF, JPG or TIFF format. For best results, please supply CMYK artwork.

Multi-magazine discounts are available: 10% is applied to a second publication and 40% to a third publication (not applicable to premium pages). Quotes upon request. See website for monthly copy deadlines.

Prices are per issue, excluding VAT.

	Size (height x width)	1-3 Issues	PACKAGES		
			4-month	6-month*	12-month*
Full page	190mm x 128mm	£130	£117	£110	£104
Half page	94mm x 128mm	£77	£69	£65	£62
Quarter page	94mm x 63mm	£49	£44	£42	£40
Eighth page	45mm x 63mm	£27	£24	£23	£21
Sixteenth page	22mm x 63mm	-	-	£12	£12
Premium Pages					
Front cover	158mm x 154mm	£248	-	-	-
Back cover	190mm x 128mm	£210	-	-	-
Inside cover / p3 / p5 / p7	190mm x 128mm	£174	£156	£148	£139
Centre spread	-	£250	-	-	-
Footer / sponsor	-	-	-	£30	£30

*S/O option available.

Own leaflet insert	Leaflet delivery from £35+VAT per 1,000
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Local business directories and community magazines – in print and online



What our readers and advertisers say about us...

"As a Broadstone resident your magazine is a wonderful source of information, there is always something for everyone. Please keep up the good work, I love it."

RJ, Broadstone Resident

"I am proud to associate Forum Jewellers with such a professional publication that despite its huge growth has kept its personal touches."

Helen Malloy, Forum Jewellers

"I think it is important to advertise in a reputable source. The Broadstone Link has always provided a good service and reached the local people."

James, JW Services

"The Broadstone Link has been an integral part of our advertising over the past 10 years, many thanks and keep up the good work."

The Junction Leisure Centre

"The magazine has become a much valued 'Link' between customer and trades."

Richard May, Griffiths & May Flooring

Includes:

Local information:

- School news and events
- Local charity news and events
- Clubs, groups and societies
- Index of business advertisers

Updates from:

- Residents associations
- Local councillors and MPs
- Neighbourhood Watch
- Safer Neighbourhood Teams
- Local business groups

Contact us today to discuss your requirements

Voted Best Monthly Magazine by Local Business Group

A complete package of services to promote your business



Broadstone Link Ltd is a local family-run business and this is probably the secret of our success. We know what is happening locally and what interests our readers.

First produced in 2005, The Broadstone Link magazine quickly became a well-regarded source of local information and led to the creation of The Corfe Mullen Link and The Upton Link in later years.

Delivered monthly, our three high-quality publications offer cost-effective advertising for a wide variety of local businesses. Many of our advertisers have been with us since we started. They stay because it is a reliable and affordable way to get business. In other words – it works!

To interest our readers, we understand that it is crucial to ensure that there is plenty of quality content in our magazines to complement adverts and business editorial. That's why we include a wide range of topical articles - many from local contributors. Local charities, community groups and other not-for-profit organisations are also invited to advertise free of charge.

All of these elements make each magazine a true community resource. Feedback from advertisers and readers confirms that they are kept for reference for the whole month. This gives our magazines longevity and means that our advertisers are likely to be the first port of call when their services are required.

We pride ourselves on quality, relevance and creating value for money. As a local business too, we understand how important it is to get your advertising right.

We look forward to working with you.



Karen Foreman

Director

Magazines

Advertise your business locally in our monthly A5 publications.

- Thoughtful design and full-colour print ensure a high-quality product.
- Advertising packages and multi-magazine discounts offer great value.
- Editorial opportunities are available for regular bookings.
- A good balance between ads and local editorial ensures we retain our readers.
- Free space is available for local charities and not-for-profit organisations.
- New businesses advertise every month, keeping the content fresh, while regular advertisers provide familiarity.
- Delivery is managed in-house. Our reliable distribution team delivers to homes across Broadstone, Corfe Mullen, Upton and Lytchett Minster. Community pick-up points, include libraries, post offices, newsagents, doctors, schools and shops.

11,500 magazines printed monthly:

- 4,000 Broadstone Link
- 4,000 Corfe Mullen Link
- 3,500 Upton Link, inc. Lytchett Minster

Additional Services

- Advertisement design, graphic design and print services (for logos, leaflets, brochures, etc).
- Leaflet distribution.
- Marketing and business support and free business and marketing advice.

Website and Social Media

Our website, Facebook page and Twitter account attract hundreds of visitors every month, who are looking for information on local businesses, news, events and groups.

- Digital copies of the magazines are available on the website. Book one of our advertising packages and also get listed for free in our online business directory.
- Your offers, discounts and events can be promoted to hundreds of local followers via our Facebook and Twitter pages.

CASE STUDY: RSM Roofing

I decided to advertise in the Corfe Mullen Link as I saw that there were no roofing companies in there. I called and asked if there were any spaces. It was a very straight forward, quick and easy process. The design team whipped me up a few proofs and then, once a final proof was approved, I was advertising the following month. I started to receive phone calls immediately and I have had a steady clientele on a monthly basis since March 2013. I am very pleased with the repeatedly friendly customer service I have received from the Link's team. I would strongly recommend it to small local companies. They truly have been very helpful, not only do they want your business, they want very much for your business to benefit from them too. They have also kept in touch with me, discussing ways to further benefit me and my business. So I would like to say a huge thank you and wish us to continue a long and profitable relationship.

Ross Miles, Owner, RSM Roofing