

# EASTMAGAZINE

## MEDIA INFORMATION

Suffolk Norfolk Essex Hertfordshire Bedfordshire Cambridgeshire

## YOUR BUSINESS PROMOTED THROUGHOUT THE REGION

The only monthly magazine distributed to the whole of East Anglia

**EAST** provides a unique arena for advertisers through its informative, innovative, energetic and entertaining mix of lifestyle and creativity. A clear, contemporary and stylish publication, it sets new standards in regional publishing and provides unrivalled editorial content and design.

### EDITORIAL

- What's On in the East
- Around the Regions
- Lifestyle features
- Food & drink
- Motoring
- Interiors
- Property
- Regional personalities
- Ideas for home & garden
- Fashion, Beauty & Health
- Arts & Entertainment



# EAST MAGAZINE

## DISTRIBUTION

Suffolk Norfolk Essex Hertfordshire Bedfordshire Cambridgeshire

**Targeted Distribution in Each County throughout the towns ensuring East is available where most of the local population shop and visit.**

- All major supermarkets: Asda, Morrisons, Sainsbury, Tesco, Waitrose. Throughout all East County Towns.
- Park and Ride Centres throughout the Region
- Railway Stations, Bus Stations
- Shopping Centres, hotels and Galleries
- Tourist Information Centres
- An additional 2,000 copies to Retailers, Theatres, Leisure Centres, Places of Interest.
- An estimated readership per month of 80,000

### Main Distribution List each month:

**CAMBRIDGESHIRE Sainsbury:** Huntingdon. **Tesco:** Cambridge, South Cambridge, Peterborough, St. Neots. **Railway Stations:** Cambridge, Ely. **Service Areas:** Peterborough AIM, Cambridge A14/M11. **Park & Rides:** All Cambridge. (Newmarket Road, Madingley Road, Trumpington Road & Milton. **Tourist Information Centres:** Cambridge, Ely, Newmarket. The Corn Exchange Cambridge, Grafton Centre Cambridge.

**ESSEX Asda:** Colchester. **Morrisons:** Clacton, Maldon, Witham. **Sainsbury:** Braintree, Colchester, Stanway. **Tesco:** Bishops Stortford, Chelmsford, Colchester, Dunmow, Maldon, Saffron Walden. **Railway Stations:** Colchester, Clacton, Chelmsford, Stansted Airport. **Park and Rides:** Colchester, Chelmsford. **Tourist Information Centres:** Colchester, Maldon.

**HERTFORDSHIRE Sainsbury:** Bishops Stortford. **Tesco:** Bishops Stortford, Royston. **Railway Stations:** Hertford, Bishops Stortford.

**SUFFOLK Asda:** Ipswich, Lowestoft. **Morrisons:** Beccles, Felixstowe, Ipswich, Lowestoft. **Sainsbury:** Bury St. Edmunds, Ipswich. **Tesco:** Beccles, Ipswich, Lowestoft, Newmarket, Stowmarket, Sudbury. **Waitrose:** Sudbury. **Railway Stations:** Bury St Edmunds, Ipswich, Lowestoft, Stowmarket. **Bus Stations:** Bury St. Edmunds. **Park and Rides:** Ipswich (3). **Tourist Information Centres:** Aldeburgh, Ipswich, Southwold, Stowmarket, Woodbridge.

**NORFOLK Asda:** Great Yarmouth. **Morrisons:** Dereham, Diss, Fakenham, Cromer, Gorleston, Kings Lyn, Norwich. **Sainsbury:** Attleborough, Kings Lynn, Norwich. **Tesco:** Caister, Diss, Downham Market, Huntstanton, Kings Lynn. **Waitrose:** Norwich, Swaffham. **Railway Stations:** Norwich, Great Yarmouth. **Bus Stations:** Norwich. Leisure Centre Dereham. **Park and Rides:** Norwich Airport, Postwick (Norwich) **Tourist Information Centres:** Diss, Norwich.

**BEDFORDSHIRE Sainsbury:** Bedford. **Tesco:** Flitwick, Leighton Buzzard. **Waitrose:** Amptill. **Tourist Information Centres:** Bedford. **Visitor Centre:** Dunstable. **Leisure Centre:** Flitwick **Park and Rides:** Bedford

### Displays



Park & Ride



Asda, Ipswich



Tesco, Cambridge



Park & Ride

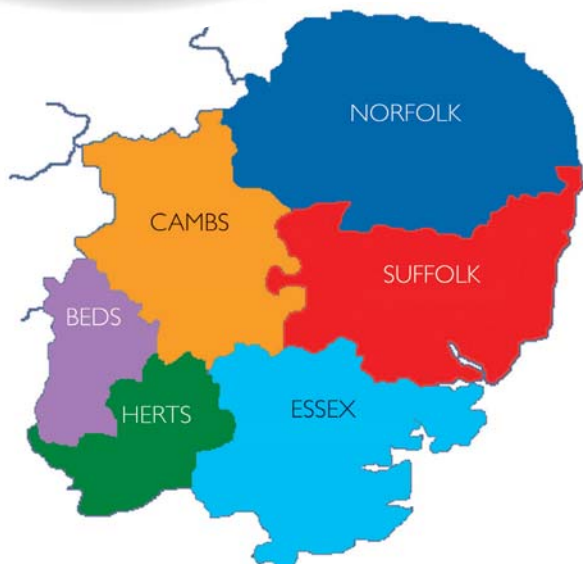


Grand Arcade, Cambridge

# EASTMAGAZINE

READER PROFILE  
 COVERAGE  
 WEBSITE

Suffolk Norfolk Essex Hertfordshire Bedfordshire Cambridgeshire



## READER SURVEY RESULTS

(Source Questionnaire East Magazine January 2010 issue - 1,225 readers responded)

- Female 61.6% Male 38.4%
- Age 18-34 9.7% 35-44 20.8%  
45-54 34.1% 55-64 25.2% 65+ 10.2%
- Home Owners 81.2% Renting 17.2%  
Live with Parents 1.6%
- Over 81% of readers own their home
- Income  
(UK National Average £23,200 Per Annum)
 

Under £18,000 pa	13.2%
£19,000-£24,000 pa	19.7%
£25,000-£34,000 pa	25.8%
£35,000-£49,000 pa	27.4%
£50,000-£75,000 pa	7.5%
£75,000+ pa	6.4%
- 53.2% of Readers Earn Between £25,000 - £49,000 pa
- Leisure Time
  - 81% Enjoy Shopping (Non Grocery)
  - 78.3 Enjoy Days Out (Places of Interest)
  - 70.7 Enjoy Eating Out
  - 71.2 Have Visited Cinema (Twice or more within 12 months)
  - 69.6 Enjoy Gardening
  - 67.5 Enjoy Cooking
  - 58.3 Enjoy Home Improvement
  - 62.6 Have Visited Theatre Within Last 12 months
  - 88.9 Use Internet Either at Home or Workplace
- Car Ownership
  - 82.4% Own Car
  - 8.6% Use of Company Car.
  - 25.5% Own 2 cars or more.
- Frequency of Readership
  - 64.7% Regularly Read East Magazine (6 or more issues per year)
  - 62.5% Have indicated two or more other readers within household.
- 62.5% Of Readers Enjoy Wine.  
14.8% Of Readers Enjoy Beer or Lager

## www.eastmag.com



East Magazine's website offers free advertising links to your website. Plus we have over **3,000** visitors on average per month viewing East Magazine on line and therefore seeing your sales message again

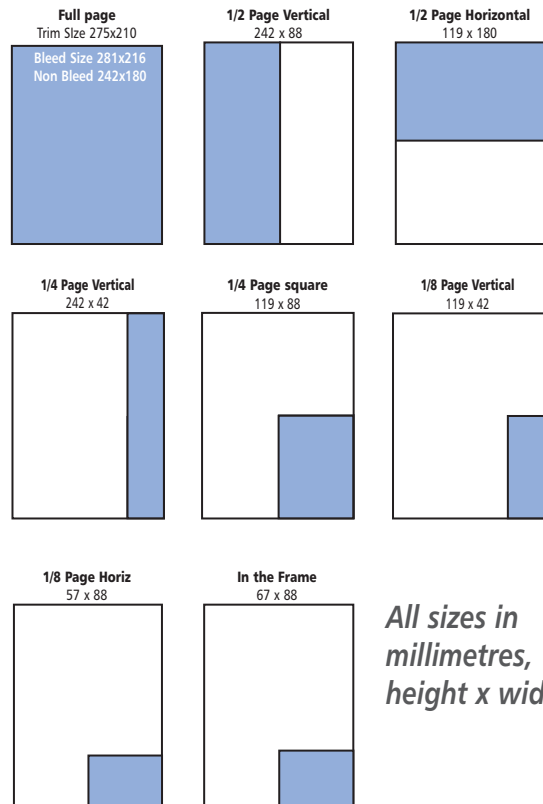


# EASTMAGAZINE

## ADVERTISING RATES

Suffolk Norfolk Essex Hertfordshire Bedfordshire Cambridgeshire

### AD SIZES



All sizes in millimetres, height x width

### RATES

Single insertion, colour or mono

DOUBLE PAGE SPREAD	£2400
COVER POSITIONS	£1250
FULL PAGE	£1200
HALF PAGE	£570
QUARTER PAGE	£330
EIGHTH PAGE	£188
IN THE FRAME	£205

### SERIES DISCOUNT

3 INSERTIONS	20% discount
6 INSERTIONS	30% discount
12 INSERTIONS	40% discount

All rates are exclusive of VAT. Specific positioning of advertisements within the magazine cannot be guaranteed.

### Supplied artwork

Your advertisement should be supplied as a print-ready pdf, eps or tiff file. All files must be supplied as flattened CMYK files, to the correct size with the resolution of at least 300dpi. Email to [ads@eastmag.com](mailto:ads@eastmag.com)

### CONTACTS

**CHARLIE ROADLEY-BATTIN** Area Manager Norfolk/The Arts

t 01449 767862 e [charlie@eastmag.com](mailto:charlie@eastmag.com)

**DARREN MARSHALL** Area Manager Suffolk/Essex

t 01449 768880 m 07826 628680 e [darren@eastmag.com](mailto:darren@eastmag.com)

**JIM LEISHMAN** Cambridgeshire

t 01954 267635 m 07872 469669 e [jim@eastmag.com](mailto:jim@eastmag.com)

**STEWART HEDGES** Area Manager North Home Counties

m 07595 894557 e [stewart@eastmag.com](mailto:stewart@eastmag.com)

**ALAN GOODES** Publishing Director

t 01954 268129 m 07939 247336 e [alan@eastmag.com](mailto:alan@eastmag.com)

**SEAN THOMPSON** Publisher/MD

t 01954 267696 m 07866 528612 e [sean@eastmag.com](mailto:sean@eastmag.com)

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