

Celebrating the best of NORTH & MID WALES, CHESHIRE, WIRRAL and SHROPSHIRE

# SHIRE

Magazine

MEDIA PACK 2023



**SUPERSTAR**  
PUBLISHING



**SHIRE MAGAZINE HAS 45,000 COPIES PRINTED AND DISTRIBUTED, AND EVERY COPY IS ACTIVELY PICKED UP!**

Shire has a bigger readership, distribution and audience size, and is available in more outlets and stands than any other magazine in this region, covering North and Mid Wales, Cheshire, Wirral, and Shropshire. 45,000 copies picked up every issue = over 100,000 readers.\*

**Most of our copies (85%) are picked up in supermarkets** because they're the busiest places with the highest footfall of shoppers. **Shire is distributed to all Sainsburys, Tescos, Morrisons and Asdas in our region.**

We have our own stands in supermarkets, prominently displayed in the entrance foyers or next to the checkouts. Our stands are serviced and monitored each week.

Here below are just some of our stands on location...



Morrisons Denbigh



Morrisons Shrewsbury



Sainsburys Rhyl



Morrisons West Kirby



Sainsburys Wrexham



Tesco Whitchurch



Sainsburys Chester



Tesco Wrexham



Sainsburys Northwich



Your **business or event** is guaranteed to get the **attention** it needs to **maximise return** on advertising spend.

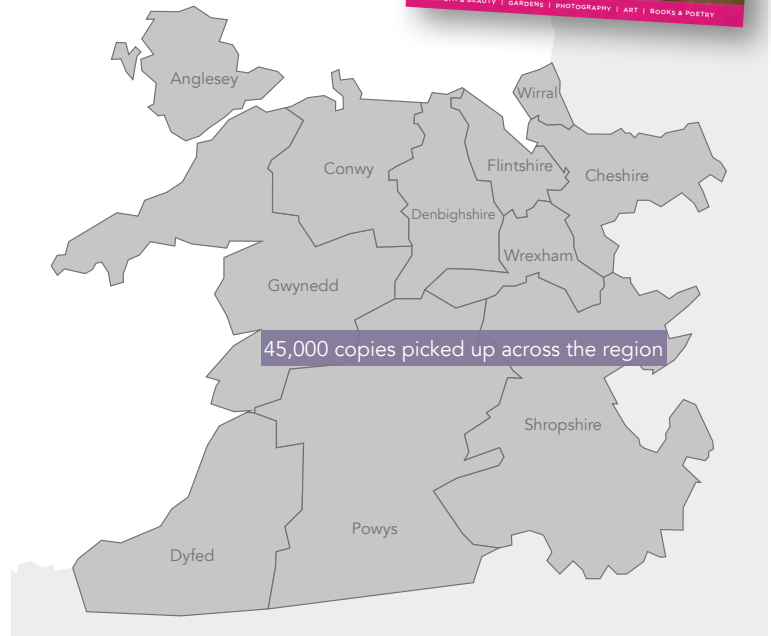
\* Based on our 2017 survey showing 2.2 readers per copy. This is consistent with the National Readership Survey data as the average readership per copy for a high quality glossy life-style magazine.

EVERY ISSUE, **45,000** COPIES OF SHIRE MAGAZINE ARE PICKED UP FROM:

- North Wales** including Wrexham, Flint, Mold, Ruthin, Denbigh, Rhyl, Prestatyn, Abergelge, Colwyn Bay, Llandudno, Llandudno Junction,
- Mid Wales** including Newtown, Welshpool, Ceredigion and Powys
- Shropshire** including Telford, Shrewsbury, Wellington, Oswestry, Ludlow, Ellesmere, Bridgnorth, Market Drayton and Whitchurch
- Cheshire** including Chester, Saltney, Upton, Connah's Quay, Ellesmere Port, Nantwich, Crewe, Northwich, Middlewich, Congleton and Winsford
- Wirral** including Rock Ferry, Prenton, Birkenhead, Liscard, West Kirby, Birkenhead, Heswall, Bromborough and Neston

**As well as the major supermarkets, we distribute SHIRE to:**

- |                          |                             |
|--------------------------|-----------------------------|
| Farm shops               | Visitor attractions         |
| Restaurants              | Caravan parks               |
| Town centres & libraries | Theatres                    |
| Local shops              | Garden centres              |
| Shopping centres         | Railways                    |
| Heritage sites           | Resorts                     |
| Coffee shops             | Tourist Information centres |
| Leisure centres          | Holiday parks               |
| Hotels                   |                             |



Supermarkets



Family attractions



Visitor attractions



Heritage sites



Farm shops



Theatres



Hotels



Holiday sites



Hospitals



More theatres!

If you would like to be added as an outlet for Shire, get in touch on (01691 661270) or email [advertising@shiremagazine.co.uk](mailto:advertising@shiremagazine.co.uk)





**Shire Magazine readers will typically:**

- have a higher disposable income
- typically have two cars per household
- go on one week or longer holidays twice a year
- take short breaks
- strongly agree that private education is preferable
- are married with children
- care about the environment
- eat out once a week
- keep an average of two pets
- will pay for professional home improvements
- enjoy gardening
- buy local produce to support local retailers

RESEARCH INTO THE READERS OF SHIRE MAGAZINE SHOWS

typically own their home

are aged 35-75

84%



of readers have visited a town or attraction as a result of magazine coverage

82%

have tried a restaurant, pub or visited a hotel as a result of magazine coverage



79%

are ABC 1

62%



are women

59%

visited a store as a result of reading a local magazine



61%

have attended an event or day out as a result of magazine coverage



WHY ADVERTISERS LOVE SHIRE MAGAZINE

**1** With 45,000 copies picked up, there are over 100,000 local readers per issue, the region's largest magazine audience

**2** Available in all major supermarkets and hundreds of outlets throughout the region

**3** All copies are actively picked up by keen readers, not put through letterboxes

**4** Advertising prices are at a much lower cost per reader – see table on page 'Are You Getting Value for Money?'

**5** Each issue shows fantastic quality editorial, advert design and print

**6** Shire Magazine is the essential Whats On information source covering all events and attractions

**7** Each issue is read time and again over two months as a handy day out guide

**8** 100,000 engaged and enthusiastic readers you can reach for as little as £49.50 per month (1/8th page = £99, each issue covers two months)




TOPICS SHIRE COVERS EVERY ISSUE

What's On  
Celebrity Interviews  
Days Out  
Homes & Interiors  
Gardens  
Green Living  
Food & Drink  
Holidays

Town Visits  
Arts & Crafts  
Fashion & Shopping  
Schools Open Days  
Weddings  
Health & Beauty  
Outdoor Adventure  
Pets & Wildlife

Hotel & Restaurants  
Volunteering & Charity  
Retirement Living  
Mental Health Advice  
Show Reviews  
Weddings  
Short Breaks  
Books & Poetry

 **Editorial deadlines 2022 issues**

Jan/Feb – December 1st  
March/April – February 1st  
May/June – April 1st  
July/August – June 1st  
Sept/Oct – August 1st  
Nov/Dec – October 1st

Jan/Feb



Mindfulness  
Valentines Day Dinners  
New Year, New You

March/April



Eat Yourself Healthy  
Spring Gardens  
Moving to The Country

May/June



Get Active Outdoors  
Local Food Producers Special  
Protect our Environment

July/August



Water Sports  
Flower Shows  
Family Relationships  
Al Fresco dining

Sept/Oct



Paths to a Happy Marriage  
Woodland Walks  
Food Festivals  
Home Heating

Nov/Dec



Christmas Fairs  
Gift Buying Guide  
Wellbeing  
Christmas Food



**Editorial opportunities**

**Ever feel frustrated by your lack of coverage, no matter how many press releases you send to the editor...?**

Advertisers in SHIRE have unique access to the editorial team, and are able to get free editorial coverage in addition to advertising presence in the magazine. The editorial is of the highest quality, created by our professional team of experienced writers and designers, including in person interviews and photoshoots.

Free editorial coverage is an important way to complement your advertising campaign, reinforce to the readership the important messages you want them to take on board about your brand, and create the biggest return from your campaign.

You can read all current and back issues online at [www.shiremagazine.co.uk](http://www.shiremagazine.co.uk)

Companies now have more options in how they market their businesses and communicate with clients.

But are digital mediums like social media truly effective for marketing to consumers?



**Did you know?**  
Facebook's own research shows that posts on average are viewed for only 1.7 seconds

## PEOPLE ENGAGE WITH PRINT

The secret to winning new customers over is to engage their attention fully.

Studies have proved that people are the most engaged and attentive when reading print.

**1. No distractions.** The great advantage for advertisers in print is there are no distractions for a reader. Once they start reading an article or absorbing an ad, there are no other windows or pop-ups hovering over and taking the spotlight. The reader's full attention is on that specific written material. This guarantees a greater engagement, the consumer is more likely to be impacted by it and remember it long-term. This kind of interaction happens rarely in the digital space.

**2. Stimulating the senses.** An exclusive advantage that print has is its physical presence. With print, the readers can flick through the pages, see everything in hi-resolution, feel the print and paper quality, smell the ink, and take their time. It has been proved that holding a physical object builds more trust with the consumer than temporarily viewing a message for a limited time on a screen – see the fact box below.

**3. Our distribution network** means copies are actively picked up by keen readers, and every single copy is taken.

**4. Shire Magazine pages** are arranged so that entertainment, education, news and information is mixed alongside the relevant products and services being offered – with no distractions. This combination is attractive to the reader, who is much more engaged.



### Print vs Digital – the facts

Newsworks agency in London has a database which tests the effectiveness of hundreds of adverts across print and digital over time. They found that:

- Advertising recall is **2.6 times higher** for ads within print than it is for ads appearing in digital channels (on average 72% of readers recalled print ads compared with 28% of readers who recalled digital ads)
- Branding is **107% stronger** in print advertising vs digital advertising
- Print ads are easier to understand by a factor of 2.4 times (46% of readers claimed print ads very **easy to understand**, but only 19% of readers felt the same for digital ads)
- Readers are **190% more likely** to say that print ads are interesting to them
- There are **83 million fake** profiles on Facebook alone. (Source: CNN)



This price per reader comparison shows that magazines with lower circulation can offer cheaper advertising space, but do not represent good value for money.

Lower circulation titles have a much higher cost per reader – up to FIVE TIMES higher than Shire.

	1/4 page price	Price per 1,000 copies	1/2 page	Price per 1,000 copies	Full page	Price per 1,000 copies
<b>SHIRE Magazine</b> 45,000 copies	£225	£2.50 per month	£425	£4.72 per month	£695	£7.72 per month
Other magazines	Smaller titles are actually much more expensive per reader for all advert sizes. Shire Magazine is <b>bimonthly</b> , spreading the cost over <b>two months</b> .					
5,000 copies	£100	£20 per month	£200	£40 per month	£400	£80 per month
10,000 copies	£200	£20 per month	£400	£40 per month	£800	£80 per month

Reduced series prices.

**Online Issue**

The online issues of Shire Magazine are available at all times on our website free for all to read, and on publication each issue is shared with all subscribers and through our social media channels. 5-10% of our readers access Shire Magazine this way, we have approximately 10,000 impressions per issue published.

**We have a new service for advertisers.** Adverts included in the online edition can now have live links from their advertising and editorial to their own website. With one click from Shire, readers will reach your site or can email you directly.

**Prices to be included in the Live Links online edition;**

- Full Page - £15
- Half Page - £15
- Quarter Page - £10



A customer says: 'Shire magazine has stands in every major outlet with hundreds of copies picked up each week, rather than a couple of copies hiding at the back of a newsagent's shelf.'



## SHIRE MAGAZINE CUSTOMERS SAY...

'Working with Shire Magazine enables us to **target readers across the region** with a comprehensive guide to what's happening, not just at Chester Racecourse, but throughout our restaurants Bangor-on-Dee racecourse. The team provide us with **opportunities to ensure our messaging and events resonate** through reviews and editorial in addition to standard advertising placement.' **Stephanie Hughes, Chester Race Company**



**CHESTER RACE COMPANY LTD.**

'We believe Shire to be one of the **best in the country**. Full of interesting information, articles and features, Shire has plenty to offer its readers and **it really helps us connect to our target market**. The Shire team are one of our favourite to work with.' **Phil Sanders, Stokers Fine Furniture**

**Stokers**  
FURNITURE • 1895

'We have found the team always to be helpful, professional and supportive. **They are brilliant at including us in features**. The magazine is well read and **it is effective advertising**. We see how well the public react to the magazine here in the centre as they pick up their free copies. Its a great read.' **Janet Dallolio, Afonwen Craft & Antique Centre**



'Shire magazine hits the perfect mark for us. Through a regular programme of promotions and editorial content, **Shire is increasing our exposure and extending our audience reach**. Our collaboration with Shire magazine is increasing awareness about us, our music and our considerable charitable work.' **Derek Jones, Wrexham Symphony Orchestra**

**WREXHAM SYMPHONY ORCHESTRA**

'We always know when a Shire magazine **hits the shops, as it gets our phone ringing**. The circulation area is really well suited to our target market, and the magazine has a quality feel. We certainly get results from our advertising. The team at Shire are always helpful and friendly, making the whole process hassle-free.' **Linda Andrews, Cheshire Cat Narrowboat Holidays**

**CHESHIRE CAT NARROWBOAT HOLIDAYS**  
07867 790195

'We approached Shire asking for help with publicity for the Llangollen Round Challenge, for Cancer Research UK. They were immediately interested and very helpful. We certainly had participants who heard about the event through Shire, and I have no doubt it **helped us in raising a record total of £66,000**. Thank you, Shire!' **Judy Smith, Llangollen Round Challenge**



'We have been working with Shire magazine for some while and have found that the breadth of coverage that we obtain and the **length of exposure we have achieved is very helpful** in reinforcing our message to our market, who are reminded that we have been serving our community for over 43 years with quality products and service.' **Barbara Wheatley, Snowdonia Windows**



'We had a good experience promoting Newtown Food Festival with Shire Magazine. It's a nice looking, **quality publication**, with a wide distribution. They were friendly and professional to deal with and also **excellent value for money**, giving coverage in several places in the magazine over two months. Happy customer!' **Sorelle White, Newtown Council**



'Working with Shire Magazine is a **breath of fresh air**, their approach to collaborative working and supporting businesses to drive targeted engagement and broaden reach is both **innovative and of a high quality** which is why we have had such continued success in advertising with them. The team are very **knowledgable, transparent and professional** which is invaluable. Happy client!' **Jodie Evans, Olivia May Fashion**

*Olivia May*

'We were delighted with Shire's help in producing a new look to our advertisements – **they gave our ads a new lease of life** and superbly promoted our products. The professional and personal approach of the sales team made them **a joy to work with** – nothing was too much trouble.' **Carla Huxley, Simon Boyd Ltd**

**SIMON BOYD**

'Once we knew the team behind Shire magazine and understood the vision for the publication we were **eager to be part of it**. The quality of the magazine is equal to those that **attract a £5 price tag**, filled with useful and informative articles, rather than simply packed with adverts. The **adverts are well thought out** and feature neatly against relevant sections or articles within the magazine. In addition, the editorial opportunities often prove equally as valuable as the advertising space, promoting key products and positioning us as experts in our field. **Communication is fantastic** and pro-active, with a real understanding of how a business might benefit from being in each issue. Shire Magazine is definitely **one of the first mediums penned into our advertising schedule** each year!' **Wyn Williams, RN Williams & Sons**



'Shire Magazine is a very important asset for Premier Windows and Conservatories. Their team takes the time to understand our business which leads to carefully constructed adverts. **We have greatly benefited from their features** on our installations. We look forward to continued success with Shire Magazine.' **Caroline Chenery, Premier Windows**



'Shire magazine **helps us to reach out** to our audiences across the region with **quality editorial, up-to-date features** and advertorial support. Dan and the team at Shire are great to work with and it's the type of magazine you want to pick up and delve into to find out what's on.' **Ben Walker, The Ironbridge Gorge Museum Trust**



'When I came across the Shire magazine I **knew immediately that this was THE place to be seen**. We were looking for a magazine that not only covered a wide area but moreover was informative and full of interesting articles on subjects that would appeal to people of all ages and lifestyle.' **Ann Wynne, Wynnes Countrystore**



'I have found working with the team at Shire very straightforward. They send reminders of advertising deadlines in good time and **makes the whole process very easy**. On a personal level I always enjoy the magazine which inspires me to explore our locality and beyond.' **Sarah Stanbridge, Welshpool & Llanfair Light Railway**

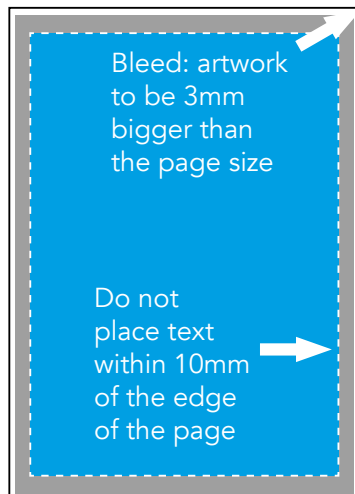


'We recently created a new street market and new events in Oswestry which have **gone from strength to strength with the help of the Shire Magazine**, which in turn has helped promote all our fantastic markets to a much wider audience.' **David Clough, Oswestry Town Council**





## ADVERT TECHNICAL SPECIFICATIONS & PRICES



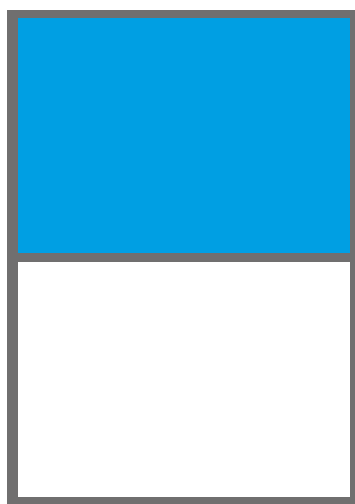
### Full Page

210mm(w) x 297mm(h) + 3mm symmetrical bleed.

Full page **£750**, series of three **£695** each

### ARTWORK DEADLINES + SCHEDULE 2023

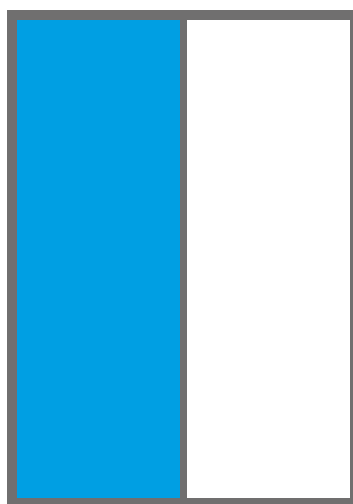
ISSUE	Artwork Deadline	Date Published
Jan/Feb	Monday 20th December	January 1st
March/April	Monday 20th February	March 1st
May/June	Monday 24th April	May 1st
July/August	Monday 19th June	July 1st
Sept/Oct	Monday 21st August	September 1st
Nov/Dec	Monday 23rd October	November 1st



### Half Page Horizontal

198mm(w) x 140mm(h) no bleed

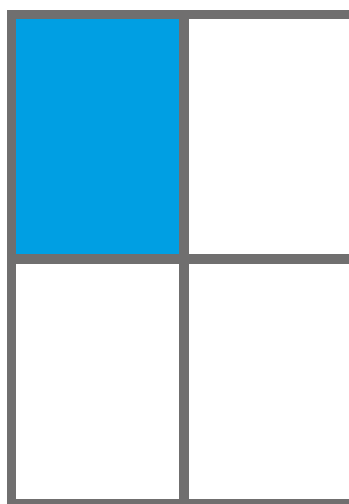
Half page **£475**, series of three **£425** each



### Half Page Vertical

97mm(w) x 285mm(h) no bleed

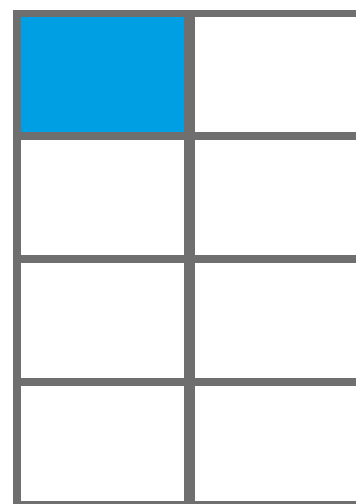
Half page **£475**, series of three **£425** each



### Quarter Page

97mm(w) x 140mm(h) no bleed

Quarter page **£255**, series of three **£225** each



### Eighth Page

97mm(w) x 68mm(h) no bleed

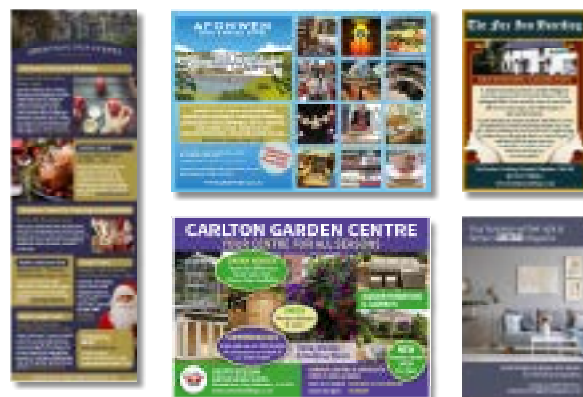
Eighth page **£135**, series of three **£115** each

### Prices to be included in the Live Links online edition

Full Page and Half Page - £15, Quarter Page - £10

### Artwork design services

Our **professional design team** can produce **new artwork** for you to approval, or **adapt your existing artwork**. To create brand new artwork, there is a one-off small charge of £20-£10 depending on scope of the work. Our experienced designers, using the latest design software, can create any artwork you imagine to your brief and final approval. Proofs will be supplied during the design for comment.



### Preferred Formats

Our preferred format is Adobe Acrobat PDF. These must be high-res (press-optimised) with the fonts embedded. We can also accept the following formats: PSD, TIFF, EPS, JPEG (CMYK, 300dpi). If you need help designing an advert then you can speak to our design team on (01691) 661270. Where applicable, finished artwork should have 3mm symmetrical bleed. See advertising sizes above.

### Delivery Method

Email copy and images to [advertising@shiremagazine.co.uk](mailto:advertising@shiremagazine.co.uk) or send us a CD, DVD or USB stick. We also welcome files delivered by WeTransfer, OneDrive, Hightail, DropBox, etc.