

Bampton  
 Bridgetown  
 Brompton Regis  
 Brushford  
 Bury  
 Cutcombe  
 Dulverton  
 East Anstey  
 Exebridge  
 Exford  
 Exton  
 Hawkridge  
 Luxborough  
 Molland  
 Morebath  
 Oakford  
 Simonsbath  
 Skilgate  
 Upton  
 West Anstey  
 Wheddon Cross  
 Winsford  
 Withiel Florey  
 Withypool  
 Wiveliscombe



Bringing community news across southern Exmoor since 1985

# Media Pack

A community magazine for southern Exmoor providing a quality, good looking and colourful publication with engaged readers and happy advertisers.





## Exmoor News - Our Story

### Full article in the Jul-Aug issue



## Meet the editors – Ceri Keene and Claire Savill

Ceri Keene and Claire Savill have been at the helm of Exmoor News since 2016, taking it in turn to put each issue to bed.

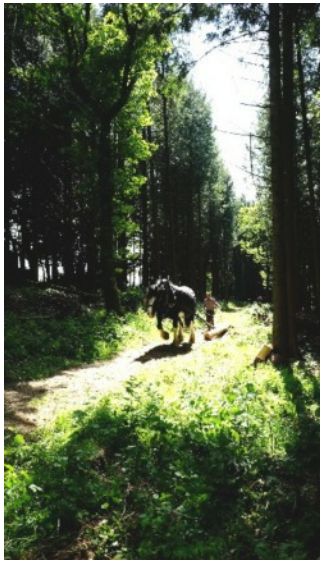
Professionally designed artwork  
for advertisements, posters, social  
media and more...



Book production and publishing for  
printed books and print on demand  
books. Fact, fiction, family and  
wartime memoirs, poetry, cooking,  
birdwatching, art and children's  
books, coffee table photo books  
and more.

Contact us to find out more.





# Who we are

We are proud of our heritage, bringing community news since 1985.

We are an Exmoor based team who live and work on Exmoor. We have a network of people who support Exmoor News and contribute, both with copy and photographs. We include stories from people who live or work on Exmoor.

## It's free

We have a great team of contributors and advertisers who support the magazine and without whom we could not offer it free. We thank them.



## Our readership

Being bi-monthly our magazine has a longer shelf life than weekly or monthly magazines. We know it is kept in a variety of establishments including local hospitality businesses, hairdressers, garages, estate agents, medical centres etc.

This increases our readership further. We estimate our current readership to be 10,000.



## Why advertise

Currently we print a minimum of 3,000 copies with a further 300 online and growing. We also promote via social media.

Our advertising prices are very competitive. Our cost per view is one of the lowest in our sector.

We ask our advertisers what they want to reach and advise if we think this magazine is suitable. We ask our advertisers if they are getting a response and if anything can be changed, tailored or upgraded. In addition the magazine is designed by experts and it looks good.





# EXMOOR NEWS

## COVERING SOUTHERN EXMOOR

Exmoor News Magazine Advert Sizes & Rates - 3,000 printed copies, estimated readership 9,000

### Size 1

60wide x  
92high  
£20  
Mon  
£28 Col

### Size 2

124w x 92h mm  
£40 Mon  
£55 Col

### Size 3

60w x  
188h mm  
£55 Col

Mon = Mono, black and white.  
Col = Colour.

High resolution 300 dpi PDF or image is required. Any query please email  
[exmoornews@gmail.com](mailto:exmoornews@gmail.com)

### Size 4

188w x 92h  
£83 Col

### Size 5

124w x 188h mm  
£122 Col

### Size 6

190mm x 190 mm (\*no bleed)  
£165 Col

\*Bleed is when the printed image goes over the edge of the cut page. The page is 210mm x 210mm and we ask for 4mm bleed.

\*No extra charge for bleed



# Notes for Contributors - sending copy top tips

We at Exmoor News welcome copy from readers and contributors alike. If you have an interesting story to tell or news or events which will be of interest to our readers across southern Exmoor we would like to hear from you. *We welcome these contributions to the magazine and we print them for free.*

Please limit your copy to approximately 100 – 200 words (550 words is approximately one page) and send to [exmoornews@gmail.com](mailto:exmoornews@gmail.com). If you would like to be included in our email reminder sent to our contributors please email us and ask to be added to the list. The reminders go out about two weeks prior to the next deadline (*deadline on our website - [www.exmoornews.co.uk/deadlines](http://www.exmoornews.co.uk/deadlines)*).

We're delighted that so many of you see Exmoor News as an ideal way to reach the southern Exmoor community, and we're always pleased to receive your regular notices, event information, and articles. Our new, larger format means that each issue now includes around 30 different contributions, from short announcements to feature-length articles, as well as many advertisements for local businesses.

We do our best to check all the copy we receive but time is always tight between the copy deadline, planning and designing the layout, and sending the final version of the magazine to the printer. So it's a great help if the copy you send us has already been checked for accuracy, is in a form that's easy for us to work with, and reaches us in good time. With that in mind, we've put together our top tips for getting the best out of Exmoor News.

- 1) Keep it simple: send your copy either in a basic Word file or as plain text within an email.
- 2) Please do check spelling, punctuation, and grammar. In particular, make sure that people's names (real or fictional) are spelled correctly, also titles of books or films, for example. If you are using a spell checker, do make sure that it's set to English (UK), not English (US)! And if your copy includes dates, days of the week, and times please do ensure that all are correct.
- 3) No fancy formatting please! Word offers all sorts of formatting (layout styles) and we know how tempting it can be to add some fancy flourishes or symbols. But these can get lost in translation by the magazine design software we use, so it's best to leave them out – and leave the layout design to us.
- 4) Keep capital letters to a minimum – essential capitals only, please. A large number of unnecessary capitals in an article or a paragraph make it hard to read. Words written entirely in capitals are even harder! The same applies to text written in bold.
- 5) Generally speaking, the titles of books, films, plays or pieces of music etc are written in italics rather than having quote marks round them; keep quote marks for speech.
- 6) If we have given you a word count for the article, please do keep to this. While a few words ( a maximum of 10) above or below the word count are fine, if your article is too long, we'll have to send it back to you for editing.
- 7) Read your copy out loud before you send it to us. Does it flow; will it make sense to a reader? Would an extra comma or two help?
- 8) It's always hard to spot our own mistakes so, if you can, ask someone else to check what you've written – before you press that 'send' button!
- 9) If possible, don't leave it until the last minute (ie the copy deadline) before sending us your article or announcement. The sooner you send material to us, particularly if it's a long article, the more time we have to ensure that what appears in print is correct.





## Feedback

**These are a selection of comments we received in writing from readers and advertisers.**

“ Claire and Ceri, Exmoor News is absolutely superb. I can't remember the last time I looked at a magazine where every page had to be accounted for, including the advertisements. It is certainly the best tool for us Southern Exmoor folks. Thank you for a fab enterprise. XL

I like the new look and the new ads. Grant

Thank you for a refreshing new look Exmoor News, now I can leave it laying on the coffee table. Paul L

One of our customers has recommended the Exmoor News and suggested we should advertise. Mary H

A triumph! A great new magazine – lots more content. Well done to you both. Vicky

Hi Guys, Love the magazine – love the location of my ad (thank you!) And LOVE it in colour. Keep up the good work. Tony

Love it! Much more interesting with all the articles and the splash of

colour. Hope the advertisers agree – they should, as it's more likely to be read now. Well done. Marion

Didn't recognise it! Nice to see colour. Chris

I think it looks much better, more to read. Sue

Just picked up my copy of the rejuvenated Exmoor News, think you have done a great job, and I love your experiment with colour it makes a great difference. Well Done! Ann

New layout looks very good, it stands out from the rest. Sha K





# The Small Print

## Adverts

Artwork and payment needs to be made prior to deadline.

Charges for alterations to artwork will be made at publishers discretion, the rate is £35 p.h. Items must be proof read by advertiser, if not proof read we accept no responsibility for errors or omissions. If an error or omission was made in an advert and its the fault of Exmoor News we will either offer a credit/refund or another free advertisement.

Proof reading is not included in our service – but if we can fix something that is obviously wrong we will query it (if we spot it).

Advertisers must check if their advertisement is suitable for the months/issues it is inserted in (ie any time limits or dates for events shown in the ad

should apply to the issue/s the advert is inserted in).

We cannot guarantee advertisements are placed in a certain spot for every insertion and reserve the right to change the position of the advertisement. We use our discretion to place advertisements early right or top of page, we do not charge additional fees for these spots. Advertisements on the cover pay an additional fee for the spot and it is sold on a first come first served basis.

## Artwork

Please supply artwork in the following formats:

CMYK 300 dpi PDF or hi resolution image. 100% of the final print size. We can read pretty much all the software packages out there but to be sure please submit ahead of the deadline to ensure compatibility.

Check rate card on our website for details. If in doubt give us a call on 07497 914441 or email [exmoornews@gmail.com](mailto:exmoornews@gmail.com).



## Payments and charges

We reserve the right to change our pricing structure at any time, if possible appropriate notice will be given to current advertisers.

Any personal or financial information you give us will never be passed on or sold on.

Part payment is not permitted unless otherwise agreed.

If paying by bacs please include your invoice number as a reference. Please make cheques payable to Exmoor News:

Our bank details are:-

Account Name:

Exmoor News

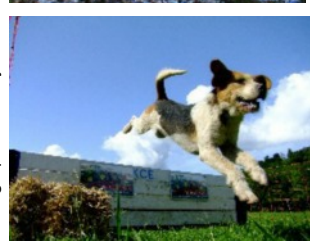
Sort Code: 05 02 00

Account No: 29821358

Terms and conditions may be subject to change.







# Design and Print

We provide a professional design and print service.  
Proofs supplied but proof reading is not included.

## The Extra Mile

It is not unusual for us to make suggestions regarding artwork or copy. We link services together who can benefit each other. We are always open to your ideas and suggestions to improve our publication.

We believe in supporting businesses in our area. Our printers are based nearby and we use local delivery and other supply services.



**Exmoor News**

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