

# Rate Card 2012

# *in* SE1

A FREE monthly what's on guide

## Contact us

*in* SE1

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## FAQ

### How often do you publish?

*in* SE1 is published on the first day of each month. The normal booking deadline is about 10 days before publication day.

### Can you design our advert for us?

Copy for advertisements can be designed at no extra charge or we can accept your design on paper or electronically. PDFs are ideal.

### Do you distribute leaflets and flyers?

Your own leaflets or flyers can be inserted in copies of *in* SE1 for a charge of £48 per thousand. Inserts can be targeted to part of our circulation area – for example, Bermondsey or Waterloo only.

### Is there a discount if we book a series of ads?

Rates shown in this table are for a single issue only. Call us now on 020 7633 0766 to find out about discounts when a series of advertisements is booked.

### How do we pay?

We'll send you a copy of the issue containing your advert, together with your invoice, about a week after publication day. Advertisements are accepted on the basis of payment within 28 days. Payment can be made by cheque or BACS.

### Can we advertise on your website/email?

Please visit [www.london-se1.co.uk/adwords](http://www.london-se1.co.uk/adwords) for website advertising information. SE1 Direct, our weekly email bulletin, offers advertising opportunities from £29.99. Details at [www.SE1direct.co.uk](http://www.SE1direct.co.uk)

## How to reach the SE1 audience

*in* SE1 is a free local what's on publication covering all aspects of life on the South Bank and throughout SE1.

The 8 page black-and-white A4 format monthly carries a distinctive blend of features and event listings.

Comprehensive what's on listings are at the heart of *in* SE1's service: exhibitions, the performing arts, talks, festivals and community events – we've got them all covered.

Regular features include book reviews, restaurant reviews and profiles of local shops and businesses.

*in* SE1 is well-established as essential reading for SE1 residents, those working here and visitors who may be tempted to explore further as they discover new attractions in this area of diverse interest.

With a 14-year track record, *in* SE1 is the only way to reach this central London audience, split between two boroughs and several distinct neighbourhoods.

*in* SE1 is published by Bankside Press alongside the London SE1 community website ([www.London-SE1.co.uk](http://www.London-SE1.co.uk)) and the SE1 Direct weekly email newsletter ([www.se1direct.co.uk](http://www.se1direct.co.uk)).

Description	Dimensions	Price
1/32 page	40mm x 30mm	£25
1/16 page	40mm x 65mm	£40
1/8 page	90mm x 65mm	£75
1/4 page (portrait)	90mm x 130mm	£125
1/4 page (landscape)	190mm x 65mm	£125
1/2 page	190mm x 130mm	£250
Full page	190mm x 265mm	£450

Please enquire for premium position supplements (eg front & back pages)

Advertisements are zero-rated for VAT.

## Distribution and readership

*in* SE1 has a 5,000 print run and is available for readers to pick up free of charge at more than 75 locations across the area, including:

- theatres, museums & galleries
- information centres
- public libraries
- major businesses
- selected hotels
- selected restaurants & cafés
- some local college and university buildings
- places of worship and community centres
- selected residential blocks

There is also a small but loyal number of postal subscribers

*in* SE1 is also available to download as PDF document from [www.inSE1.co.uk](http://www.inSE1.co.uk) - adding up to 1,000 to the readership of the paper version each month.

**Bankside • South Bank • Bermondsey • Elephant & Castle • Borough • Waterloo • Lambeth**