

Make your business a household name

With
unbeatable
coverage in the
heart of Shropshire!

We've got
the local
area covered!

Hand delivered
to 16,000 homes
and businesses
– more than any
other magazine
in our area



Advertising rates

Advert size width x depth	Cost per edition*		
	1 edition (2 months)	3 editions (6 months)	6 editions (12 months)
Sixteenth 33mm x 53mm	n/a	n/a	£45
Eighth 71mm x 53mm	n/a	n/a	£75
Quarter 71mm x 110.5mm	£235	£175	£135
Half 146mm x 110.5mm	£415	£310	£235
Page 146mm x 225mm	£695	£525	£395
IFC/IBC 170mm x 245mm + 3mm bleed	£850	£650	£525
Back page 170mm x 245mm + 3mm bleed	£1050	£785	£595
Double page spread 340mm x 245mm + 3mm bleed	£1215	£900	£725

*all rates subject to VAT

WW!
What'sWhat!
Shropshire

Woodfield Cottage
St Mary's Lane
Much Wenlock
TF13 6HD
T: 01952 728162

whatswhatmagazine.co.uk

Local hero

WW! is a well read, respected and established bi-monthly magazine that has become an integral part of the local community since it's launch in 2007.

Longer lasting format

Our reader friendly size and perfect bound finish is handy to hold onto and because it's packed full of useful dates and information, people keep it for longer.

Quality content

The range and balance of our editorial to advertising content is designed to keep our readers engaged for longer. Our genuine local reportage and friendly tone mean that our readers trust us – and that means they trust our advertisers too.

16,000 homes and businesses

WW! has grown into the largest magazine in our area – with 16,000 copies delivered door-to-door in Bridgnorth, Broseley, Ironbridge, Much Wenlock, Shifnal and Telford – as well as those smaller hamlets that contribute so much to our rural community. In fact, you could say we reach the parts of Shropshire that other magazines don't!

Cost effective

You can shout about your business to thousands of customers right on your door step – from as little as £6 per week.

Online and in your homes

Anyone can go online to read the latest edition of WW! and click straight through to your business free of charge. Our social media activity keeps our followers up to date with the latest news and events – and directs them through to our website and online magazine.

For more information or to reserve your advertising space call us now on **01952 728162**
or email leanne@whatswhatmagazine.co.uk

Leaflet distribution



Cost effective delivery of your marketing materials

We offer an easy, cost effective delivery service for your leaflets or brochures within our distribution areas.

To ensure your doordrop campaign is as successful as possible we limit the leaflets delivered to 4 per household. We also promise you will be the only company offering your service or product.

Our trusted, local distribution team will deliver at the same time as the magazine but not inside ensuring your business gets maximum impact!

Delivery dates

We offer 6 door drops per year at the end of every other month starting with February.

Booking

Call 01952 728162 or e: leanne@whatswhatmagazine.co.uk

Please note this is popular service and due to the exclusivity we cannot guarantee availability.

How it works

- Choose your area – or go big and deliver to all 4 giving you a total 15750 letterboxes
- Guaranteed product/service exclusivity and maximum 4 leaflets each drop
- Delivered separately to the magazine – not inside for full impact!

Pricing

Area 1 – 7650

Bridgnorth, Eardington, Worfield, Hilton, Claverley & Ackleton

£460

Area 4 – 3650

Shifnal (2235), Horsehay, Lightmoor & Little Wenlock

£220

Area 2 – 2600

Broseley, Ironbridge & Buildwas

£160

All areas

5% discount when booking 2 areas

£725 + VAT

10% discount when booking 3 areas

Area 3 – 1800

Much Wenlock, Harley, Cressage, Homer

£110

NB; all prices quoted are based on a single A5 sheet and subject to VAT. Please contact Leanne for a quote on any other size.



2020/21 Publishing Dates

- Mar/Apr 20 edition - Feb 26
- May/Jun 20 edition - Apr 29
- Jul/Aug 20 edition - Jun 24
- Sep/Oct 20 edition - Aug 26
- Nov/Dec 20 edition - Oct 28
- Jan/Feb 21 edition - Dec 27
- Mar/Apr 21 edition - Feb 24
- May/Jun 21 edition - Apr 28

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Design Services



Advert design

Whether you need to shout about a service, a product or simply want to raise brand awareness – an eye catching advert is essential.

We are experts at communicating to our readers and our rates are very affordable – starting at £20 for your initial design – and then amends are free.

Supplied artwork

Finished artwork can be submitted in the following formats : PDF (preferred), JPEG, TIFF or EPS. Files must be a high resolution (300dpi) and fonts to be embedded or outlined.

Full design services

We offer a full design service outside of the magazine. You might be an existing advertiser that would like us to supply print adverts for other publications or a company that wants a complete rebrand.

We're passionate about all aspects of design whether that's creating a new identity, designing a stand for a trade show or updating product packaging.

Whether you're a corporate client or a one man band - we can help deliver your message in style, without breaking the bank.

Bespoke website design from £650



Website design

Every business needs a website to showcase their services and products. This should act as a 'shop front' - the place where your customers can access everything they need and to gain trust in the services you offer.

That's why we take the time to understand your business and industry and build a bespoke website suited to your individual needs.

All our sites come with SSL security as standard and are built on platforms that are easy for you to manage and update. If you prefer us to do all the work - we can offer a full management service – see details below.

- Bespoke design, tailored to your business
- Works on any device – phone, tablet or desktop
- Easy administrator use - monthly management options available
- Built in SEO
- Fully integrated with Google search tools
- Ecommerce websites available - POA

Digital marketing

Helping you market your business online

Advertising your business online is now an essential part of any mixed media campaign. We work with an award-winning digital marketing company that have been helping businesses flourish since 2005.

Would you like a FREE 1-2-1 with a digital marketing expert who can look at your current activity, analyse results and make recommendations for improvements?

The areas that can be covered are:

- Social media
- Email marketing
- Paid advertising
- Communications strategy
- Search Engine Optimisation
- Digital marketing strategy
- Website conversion rate improvement
- Google analytics

Get in touch to book a 1-2-1



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