

The Hassocks Village Directory

Rate Card...2017

What is The Hassocks Village Directory?

Originally an annual publication started 30 years ago The Hassocks Village Directory is a FREE full-colour monthly B5 magazine supporting the local community and local businesses. It is hand-delivered to over 3600 homes and businesses in Hassocks with copies also being placed in shops and cafes. It combines editorial content with cost-effective advertising for local businesses.

Why advertise...

- **It's local!** Increasingly the 'global village' phenomena has led to local people wanting to support local businesses.
- **It's useful!** The directory is both interesting and useful. Residents trust it and as a result keep it and use it when they need local services....
- **It's offers great value for money!** Our advertising rates appear below. They represent a tremendously good value local advertising opportunity!
- **It works!** We have numerous testimonials from local businesses delighted with the response they have received from advertising with us.

Comments from some of our customers from other publications

I am extremely happy with the service that we have received. Since advertising with you my website hits in the first 2 weeks increased by nearly 600 and after 3 weeks by 1,000. Normally I have about 50 hits on the website per week. I have about 10 new customers already booked in to meet following the advert

Simon Toto Cat feeding

We have advertised for years and always get a good response to our adverts.

Iain, The Arbor Barbor

"We had such a good response to our advertising we had to stop as we were getting too busy!! As soon as we need to generate more work we will be straight back!"

Andrew, Down to Earth

Most of my customers are now coming via The Hanover Directory. Their orders are among the most creative, and I really appreciate reading the Directory to get a clearer sense of their values and preferences.

Rose, Rose Sews

Advert design

If you do not have an existing advert we are able to offer you a design service. Ad design fees are between £10 and £20 and you will be given a CD of the artwork made, which becomes yours to use wherever and however you want.

Cost of advertising

VAT OF 20% IS APPLICABLE TO ALL PRICES

Standard advert Prices

Size of advert	Single month	Three months (Includes 15% Discount)
1/16 page (34mm width x 51mm height)	£21	£53.55
1/8 page (73 x 52mm)	£31	£79.05
1/4 page (73 x 108mm)	£41	£104.55
1/2 page (150mm x 108mm)	£71	£181.05
Full page (150 x 220mm)	£131	£334.05

Premium spaces

Inside Front/Back Cover	£160
Back Cover	£200
Front Cover block advert	£40
Centre Double Page Spread	£250
Inserts	£35 per thousand

How do I book an advert and what about deadlines?

Deadlines are dictated by the printer and are strict! All artwork must be in by the 15th of the month before you'd like your ad to appear. For example, for the March issue we must receive copy by February 15th at the latest. It really couldn't be easier.

Call on 01273 551021

or e-mail info@villagedirectories.com

Community commitment...

As a service to the local community we publish articles on local groups and reports on local events for FREE. These groups must be genuinely community groups and this service is not available for businesses.

Please contact us to talk about the possibility of publishing an article. Call on 01273 551021 or e-mail info@villagedirectories.com

The Hassocks Village Directory goes to 3600 homes in Hassocks and to every business in the area, every month, GUARANTEED!!!

Get your message out there... GIVE US A CALL!!!