On Our DOORSTEP

The local magazine residents love to read and keep



CONNECTING LOCAL BUSINESSES WITH THEIR COMMUNITIES

MONTON • ELLESMERE PARK • CLAREMONT • SWINTON • WALKDEN
WORSLEY • BOOTHSTOWN • ELLENBROOK • MOSLEY COMMON • ASTLEY

MEDIA PACK 2025

JAN 2025

WHY CHOOSE *On Our* DOORSTEP?

We know how frustrating it can be trying to get your business in front of your ideal customer *and* to a large number of them.

HOW WE CAN HELP...

We take your business directly to your target audience in the 20,000 copies we deliver to local homes each issue. We have been connecting with residents since 2010. Readers trust our content, they want to see who is advertising and keep our magazines to read again and again.

THE RESULT...

Become the "go-to" business in your trade. Advertise regularly and consistently and be top of the residents' minds when they are ready to buy!



BUILD, MAINTAIN AND GROW A THRIVING BUSINESS

20k	50k	10
MAGAZINES DELIVERED	RESIDENTS REACHED	COMMUNITIES COVERED

PUBLISHED ONLINE + ON SOCIAL MEDIA

WHY ADVERTISE WITH US?

Launched in 2010, On Our Doorstep is the longest running independent community magazine in Salford and proud to be a trusted source of local information. We reach thousands of potential customers who live and shop on your doorstep.

Packed with local information, events, competitions, recipes and topical articles, we engage and connect with our readers, making the magazines the perfect vehicle for local businesses to reach out to potential clients in this affluent and sought-after area.

Over 70% of advertisers use us repeatedly, so we know it works.

We have promoted 1,000+ local businesses from small independents to large national brands. It's ideal for new start-ups to established businesses, and together with Social Media Marketing and Leaflet Distribution, we offer multiple ways to promote your services.

Our aim is to help clients become the "go-to" business in their trade, gaining new and repeat clients so they can build long term sustainable businesses that they deserve.

On Our Doorstep brings the community closer together and encourages residents to shop locally and support the local economy.



Our readers are your potential clients...

"It's a well respected local magazine, read by many, so reaches the local target market. The magazine stays with the local residents and is read/flicked through frequently, so the advertising is always in front of our target clients."

Des Dawes, Will & Probate Services Manchester

Local magazines work!

- **People take more time to read a printed magazine and keep them for future use.**
- **Residents are invested in their community and are already interested in who you are and what you have to offer.**
- **Readers want to see your advert in the magazine so it isn't like "cold-calling".**

WHAT *On Our* DOORSTEP CAN OFFER YOU

OUR MAGAZINES

- ***Magazine Advertising:*** There are options to suit all budgets from Eighth Page adverts to Double Page Spreads. For the best exposure, choose a PRIME space such as the Front Cover Banner or Outside Back Cover.

  We boost your visibility online too, publishing the magazine on our website and posting every advert on Facebook, Instagram and X.

- ***Editorial Features:*** Full or Half Page options allowing you to showcase your services and to be seen as the "local expert".

- ***What's On Listings:*** List your local class, club or special event in this popular feature. Published in the magazine and online.

- ***Competitions:*** For great PR and engagement, run a competition offering your product or services as a prize. Also promoted across our Social Media channels.

MORE MARKETING

- ***Leaflet Distribution:*** An effortless solution to getting your leaflets to potential customers. Hand delivered with our magazines.

- ***Social Media Marketing:*** Reinforce your advertising with a low cost add-on package, or run your own standalone campaign across our Facebook, Instagram and X pages.

  Show up in more places and boost interest in your business, drive people to your website and to your own social media pages. Great for promoting special offers, new products and staff vacancies.

- ***Printing:*** Fast and reliable printing of your marketing materials, from leaflets to banners. Contact us for a quote.

- ***Graphic Design:*** We can design your advert, leaflets, posters etc... and advise on the best content and layout.

"Showing up regularly and consistently is the most effective way to market your business"

- BUILD YOUR KNOW, LIKE & TRUST FACTOR
- STAY TOP OF MIND
- BECOME THE "GO-TO" BUSINESS
- GAIN NEW & REPEAT CUSTOMERS

DISTRIBUTION

HAND DELIVERED DOOR TO DOOR

2 MONTHS
20,000 copies
50,000+ readers
Each issue is distributed over 2 months



Month 1	Qty	Postcodes
Worsley & Roe Green	3,000	M28 2
Walkden South	1,800	M28 7
Ellenbrook	1,000	M28 7
Boothstown	3,000	M28 1
Mosley Common	400	M28 1
Astley South	800	M29 7
Total	**10,000**	

Month 2	Qty	Postcodes
Worsley	2,000	M28 2 | M27 0
Swinton Park	700	M27 0 | M27 5
Monton	2,200	M30 9
Ellesmere Park	900	M30 9
Claremont	4,200	M6 7 | M6 8
Total	**10,000**	

2025
DEADLINES / DELIVERY DATES

ISSUE	COPY DEADLINE	DISTRIBUTED (10,000 pm) W/C	W/C
Feb-Mar25	10 Jan 2025	3 Feb 25	3 Mar 25
Apr-May25	7 Mar 2025	31 Mar 25	5 May 25
Jun-Jul25	9 May 2025	2 Jun 25	30 Jun 25
Aug-Sep25	11 Jul 2025	4 Aug 25	1 Sep 25
Oct-Nov25	12 Sep 2025	6 Oct 25	3 Nov 25
Dec25-Jan26	7 Nov 2025	1 Dec 25	5 Jan 26



WHAT OUR CLIENTS SAY ABOUT *On Our* DOORSTEP

DENTAL FACIAL ARTISAN

We can't recommend Susie enough! From our initial enquiry for our leaflet drop she was responsive, helpful and supportive of our business. Once the magazine went out we started to see a steady stream of new patients! We will be looking to advertise with the magazine again.

LORRAINE RYAN, DENTAL FACIAL ARTISAN
(Leaflet drop 2024, Front Cover FebMar25)

AT

We advertised in On Our Doorstep and saw a great response for our Adult Fine Art Workshops. It was the perfect fit for our target market and highly effective. Susie is also great to work with!

EIRA GARNER, ART TABLE
(Advertising since 2023 - What's On guide, Quarter & Half Page adverts, Editorial)

Salon Vert

It targets the right local market and is everyone's 'go-to' for local knowledge and finding established businesses.

STEF WILLIAMS, SALON VERT (advertising since 2010)

Bridgewater Funeral Service Ltd

We are a very local centric business so getting our advert in front of as many local residents as possible is our best strategy.

MIKE TURNBULL, BRIDGEWATER FUNERAL (advertising since 2014)

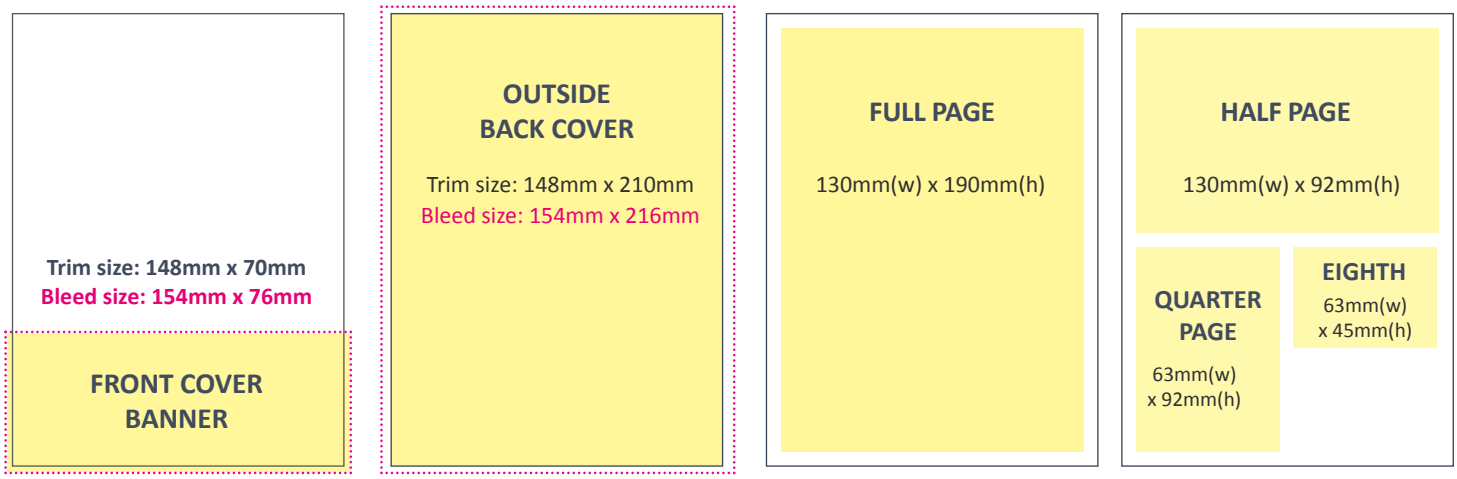
LONG TERM ADVERTISING WORKS HOW DO WE KNOW?

70% OF OUR ADVERTS ARE REPEAT CLIENTS

50% HAVE ADVERTISED FOR 2-14 YEARS!

MAGAZINE ADVERTISING

ADVERT SIZES



ADVERTISING RATES

6 MONTHS SAVE 10%

12 MONTHS SAVE 20%

Minimum booking 1 issue = 2 months

ADVERT SIZES	1 ISSUE (2 months)	3 ISSUES (6 months)	6 ISSUES (12 months)	DESIGN
Full Page	£345pm £690 per issue	£310pm £620 per issue	£276pm £552 per issue	£35
Half Page	£215pm £430 per issue	£193pm £386 per issue	£172pm £344 per issue	£25
Quarter Page	£130pm £260 per issue	£117pm £234 per issue	£104pm £208 per issue	£20
Eighth Page	£80pm £160 per issue	£72pm £144 per issue	£64pm £128 per issue	£15
What's On Listing	£30pm £60 per issue (60 words text)			

SAVE 5% more! Pay 3-6 issue booking upfront

PRIME SPACES

PREMIUM PAGES

FRONT COVER BANNER: **£375pm** (£750 per issue)

OUTSIDE BACK COVER: **£525pm** (£1,050 per issue)

INSIDE FRONT / BACK COVER: **£425pm** (£850 per issue)

PAGE 3 / PAGE 5: **£395pm** (£790 per issue)

CENTRE SPREAD: **£680pm** (£1,360 per issue)

DOUBLE PAGE SPREAD: **£600pm** (£1,200 per issue)

Save 10% if booking 3 issues or more (excl. Front Cover Banner)

ADD ON

SOCIAL MEDIA BOOST!

Increase your visibility by promoting your advert across our social media channels too!

Daily post for 1 week (7 posts)

£35 ONLY

(for magazine advertisers only)

Show up again! The more you are seen, the more you are remembered!

■ NO VAT CHARGED ■ ADVERTS MUST BE PAID BY THE COPY DEADLINE

MORE WAYS TO MARKET



SOCIAL MEDIA

REINFORCE your LOCAL MARKETING...

- **SHOW UP IN MORE PLACES • REACH NEW PEOPLE**
- **BUILD your SOCIAL FOLLOWING and WEBSITE VISITS**

We can help you reach the local community online across our Facebook, Instagram and X pages. Promote your business online, be seen more and be remembered more!

ADVERT BOOST	2 WEEKS Short & Sweet	1 MONTH Intense	3 MONTHS Regular Exposure
Add-on option for Magazine Advertisers	Standalone Package	Standalone Package	Standalone Package
7 posts Daily post for 1 week	**14 posts** 1 per day	**28 posts** 1 per day / 4 weeks	**36 posts** 3 per week / 12 weeks
Magazine Advert	Up to 2 different messages	Up to 2 different messages	Up to 3 messages Regular image changes
£35	**£80**	**£145**	**£180**
Show up again! Reinforce & Boost your Magazine Advert	Build Awareness Run Special Offers Launch New Business	Build Awareness & Followers New Products/Services	Increase Interest Build Followers & Website Visits



LEAFLET DISTRIBUTION

Grab attention with a well designed leaflet.
Hand delivered to your target audience with our magazines.

We deliver a minimum of 5,000 and maximum of 20,000 leaflets.
Spaces are limited so book early.

Up to 10k leaflets: £60 per 1,000
Over 10k leaflets: £55 per 1,000



DESIGN & PRINT

- **ADVERT DESIGN:** Let us design a great advert for you!
- **GRAPHIC DESIGN SERVICE:** An affordable standalone service for marketing materials from Leaflets to Banners.
- **PRINT SERVICE:** For all your printing needs - great quality, fast turnaround and a professional service.
  For a quote, email: **susie@onourdoorstep.uk**

THE COMPLETE PACKAGE

SAVE 30% WITH OUR ANNUAL BUNDLES

Reach MORE POTENTIAL CUSTOMERS in 2025
with consistent PRINT and DIGITAL MARKETING

Starter

£130 pm

- ✔ **Quarter Page** Advert in Printed Magazines for 12 months
- ✔ Quarter Page Advert in Online Magazine with weblink for 12 months
- ✔ Half Page Editorial in 1 issue (2 months)
- ✔ 1 Social Media post per week
- ✔ Listing in Online Business Directory for 12 months
- ✔ Artwork & Design Support

Essential

£215 pm

- ✔ **Half Page** Advert in Printed Magazines for 12 months
- ✔ Half Page Advert in Online Magazine with weblink for 12 months
- ✔ Half Page Editorial in 1 issue (2 months)
- ✔ 2 Social Media posts per week
- ✔ Listing in online Business Directory for 12 months
- ✔ Artwork & Design Support

Ultimate

£345 pm

- ✔ **Full Page** Advert in Printed Magazines for 12 months
- ✔ Full Page Advert in Online Magazine with weblink for 12 months
- ✔ Upgrade to Premium Inside Back Cover in 1 issue (2 months)
- ✔ Full Page Editorial in 1 issue (2 months)
- ✔ 2 Social Media posts per week
- ✔ Premium Listing in Online Business Directory for 12 months
- ✔ Artwork & Design Support

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For more information, please get in touch:

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