



# The Rugby Register

CALL NOW ON: **01788 878297**  
TO FIND OUT MORE.

[www.rugbyregister.co.uk](http://www.rugbyregister.co.uk)

The Rugby Register has been serving Rugby and its surrounding villages since 2005 and is a very successful vehicle for bringing local businesses and local people together. 16,500 copies are printed and hand delivered each month by our own team of distributors.

The magazine showcases local businesses, retailers and trades people, as well as containing interesting features, articles, charity events, a comprehensive what's on guide, weekly classes & clubs and a list of useful contacts including school term dates.

Delivering fantastic value for money advertising, these high quality magazines are B5 sized and printed on

glossy paper, with many advertisers booking on a continual basis... because it works.

They also have longevity as I know from research that many people keep a hold of their copy for a number of months to refer back to.

## LEAFLET DISTRIBUTION

We are able to deliver your leaflets, menu's, flyers etc. within the magazines, complete or part circulation to suit your business needs.

## DESIGN SERVICE

We also offer a design service should you need an advert produced, a small charge is made to cover the time taken. Please call to discuss your individual requirement. Prices start at just £10.

## ADVERT INFO

**Copy deadline** is the 20th of each month. Distribution is usually the first weekend of the month.

### Accepted file formats

- PDF\*
- JPEG\*
- TIFF
- Adobe Illustrator
- Adobe InDesign
- MS Word.

\*A 3mm bleed is required on full page adverts and front page banner ads. Please ensure that your advert is in a high resolution – at least 300dpi – to ensure clarity and quality for printing.

If your advert is not available in an electronic format or you do not have an advert we can produce it for you from your hard copy text/ instructions. There would be a small charge for this reflecting time taken to produce the advert.

## PRICING INFO

**Price your advert using the charts on the following page.**

**For colour adverts:** use the prices in the first table.

**For mono (black & white) adverts:** use the prices in the second table.

All prices subject to VAT at the prevailing rate.

Multiple issue discounts are available only at the time of booking and must be paid for up front.

All payment **must** be made up front and can be done by cheque, cash, card or bank transfer. Cheques payable to:

**Rugby Publications Ltd** can be posted to:  
**Harcourt, 2b Longrood Road, Bilton, Rugby Warwickshire, CV22 7RG.**

T: **01788 878297** E: [anne@rugbyregister.co.uk](mailto:anne@rugbyregister.co.uk)

It is the responsibility of the advertiser to ensure conformity with the Trade Descriptions Act 1968, Sex Discrimination Act 1975 and Business Advertisements (Disclosure) Order 1977. Full terms and conditions available on our website [www.rugbyregister.co.uk](http://www.rugbyregister.co.uk)

All adverts printed in the magazine, will also appear on our website and promoted via Facebook, Twitter and Instagram too!

 **The Rugby Register**  **@rugbyregister**  **rugbyregister**

The magazine is also available to view online via our website at: [www.rugbyregister.co.uk](http://www.rugbyregister.co.uk)



## COLOUR ADVERTS

	1 month	3 months Save 10%	6 months Save 15%	12 months Save 20%
<b>Double page spread</b>	£395	£1067	£2015	£3792
<b>Full page</b> 170mm (w) x 245mm (h)	£242	£653	£1234	£2323
<b>Half page</b> 150mm (w) x 100mm (h)	£140	£378	£714	£1344
<b>Quarter page</b> 70mm (w) x 100mm (h)	£100	£270	£510	£960
<b>Sixth page</b> 70mm (w) x 63mm (h)	£65	£176	£332	£624
<b>Eighth page</b> 70mm (w) x 45mm (h)	£48	£130	£245	£461
<b>Front Page Banner</b> 170mm (w) x 35mm (h) + 3mm bleed	£160			
<b>Back Page</b> 170mm (w) x 245mm (h) + 3mm bleed	£315			
<b>Regular Events Listings</b>	£28 per item for a 6 month period.			
<b>Leaflet inserts</b>	£35 per 1,000			

## DISTRIBUTION

**The Rugby Register is delivered to 16,500 homes in:**

- Coton Park
- Boughton Vale
- Clifton
- Newton
- Strawberry Fields
- Long Lawford
- Church Lawford
- Monks Kirby
- Butlers Leap
- Easenhall
- Harborough Magna
- Lilbourne
- Kings Newnham
- Bretford
- Churchover
- Coton House
- Stretton Under Fosse
- Brinklow
- Eden Park
- Old Brownsover
- Thurlaston
- Grandborough
- Willoughby
- Houlton
- Pailton
- Kilsby
- Barby
- Dunchurch
- Cawston
- Cawston Grange
- Caldecott Manor
- Parts of Bilton
- Parts of Hillmorton
- Clifton Road
- Town Centre

### Collection points in:

- Tourist Information Centre
- Cineworld
- Rugby Library
- Rugby Train Station
- The Benn Hall
- Pubs, Chip Shops, Post Offices
- Community Centres
- Plus many more.

## MONO ADVERTS

	1 month	3 months Save 10%	6 months Save 15%	12 months Save 20%
<b>Full page</b> 170mm (w) x 245mm (h)	£160	£432	£816	£1536
<b>Half page</b> 150mm (w) x 100mm (h)	£95	£257	£485	£912
<b>Quarter page</b> 70mm (w) x 100mm (h)	£60	£162	£306	£576
<b>Sixth page</b> 70mm (w) x 63mm (h)	£50	£135	£255	£480
<b>Eighth page</b> 70mm (w) x 45mm (h)	£38	£103	£194	£365

