ADVERTISING GUIDE
Why advertise in The Cable?

The Cable is co-operatively owned and produced. Finally, we have local media worth reading!

It is a unique publication, devoured by its loyal readership. The Cable is carefully sent to members, distributed door to door in multiple neighbourhoods and placed in 550 locations across the city (pubs, cafes, community centres, universities, music venues, libraries, doctors surgeries...).

With just five pages of prominently placed adverts per 36 pages of features, illustrations and investigations, your message is guaranteed to jump off the page.

The readership is engaged in local, independent, social, ethical and green issues, events, courses and products.

The Cable has a shelf life of 3 months and is printed on high grade 52gsm paper.

There are nearly 2,000 paying co-op members who have a vested interest in the success and growth of the Cable. It is produced, owned and read by Bristolians who support an independent and local economy.

Kerry Mead
EMSM – Ethical Media Sale & Marketing
0797 0382711
advertising@thebristolcable.org
www.emsm.org.uk
Advertising information & rates

<table>
<thead>
<tr>
<th>Display Ad</th>
<th>Full page</th>
<th>1/2 page</th>
<th>1/4 page</th>
<th>1/8 page</th>
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</thead>
<tbody>
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<td>£225</td>
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Inserts
Inserts £90 per thousand (up to 10g). Maximum insert run 10,000.

Discounts
A limited number of discounts are available on request for charities, social enterprises, campaign groups, NGO’s, publishers and educational establishments. Also for series bookings.

Contact
Please give Kerry a call, she’ll be happy to discuss your requirements and work out a suitable package.

“In a constantly shifting media landscape, I think The Bristol Cable have exactly the right idea of what a new local media organisation should be trying to do… I wish them every success; they deserve it.”
— JON HENLEY SENIOR GUARDIAN FEATURE WRITER

“I think you’ve done a great job — good stories and good journalism”
— KEN LOACH AWARD-WINNING FILM DIRECTOR

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