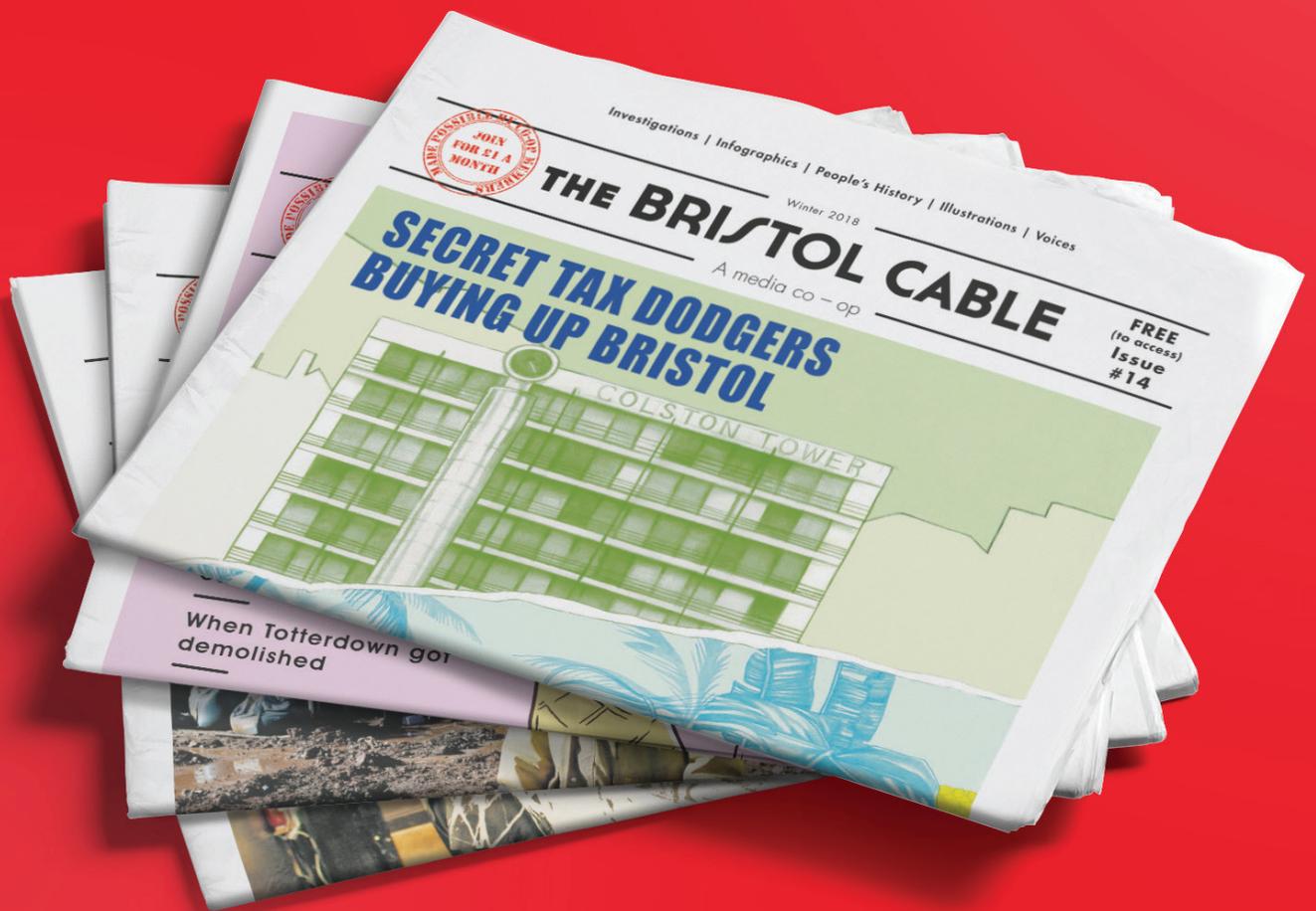




ADVERTISING GUIDE



Why advertise in The Cable?

30,000 copies distributed quarterly and read by an estimated 90,000 people in the Bristol area.

2,200

paying co-op members with a committed interest

30,000

copies distributed quarterly

90,000

estimated readers in Bristol and the surrounding area

500+

distribution locations across the city

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 over 2,200 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.

Michael York / michael@emsm.org.uk, 01865 403339, 07780 874279

Alison Fraser / alison@emsm.org.uk, 0141 946 8708

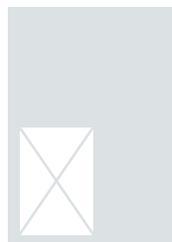
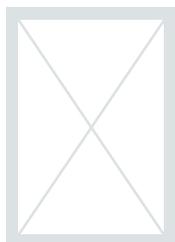
EMSM – Ethical Media Sale & Marketing

advertising@thebristolcable.org

www.emsm.org.uk



Advertising information & rates



Display Ad	Full page	1/2 page	1/4 page	1/8 page
Orientation	Portrait	Landscape	Portrait	Portrait
Width (mm)	238	238	116	116
Height (mm)	310	152	152	74
Price	£750	£400	£225	£150

Inserts

Inserts £90 per thousand (up to 10g).
Maximum insert run 30,000.

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 Alison a call, she'll be happy to discuss your requirements and work out a suitable package.

"I think you've done a great job – good stories and good journalism"

KEN LOACH AWARD-WINNING FILM DIRECTOR



"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

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