

BUCKINGHAMSHIRE
& BERKSHIRE
FOCUS

www.buckinghamshire-focus.co.uk
www.berkshire-focus.co.uk

Dear

August 2011 will see the launch of the second edition of Buckinghamshire & Berkshire Focus Directory 2010/11, combining 15 industries under one banner. The Directory will be available for £2.75 at over 420 newsagents throughout Buckinghamshire & Berkshire. It will also be made available free to pick up at outlets such as shops schools and nurseries, restaurants, hotels, pet shops, vets, and so on. The directory will cover all aspects of life in Buckinghamshire & Berkshire, giving you a one stop reference guide to the county.

Format:

Size: 297 x 210mm (A4) - Paper and Materials: Full colour gloss art - Covers 180 gsm / pages 90gsm

Layout:

Full and half page advertising at the front of each section

'Web Directory' section. At the front of the publication, priced at just £90 for the year, this offers a 9.5 x 2 cm colour display advertisement specifically designed to highlight your website, and includes all contact details and 5-10 words of description.

The directory will then be split into sections, which will contain additional classifications designed to make each company easy to find according to your speciality:

- Baby & Toddler
- Motoring, Classics, Cars and Bikes
- Business
- Home and Garden
- Sport, Leisure and Entertainment
- Wedding
- Music, Dance and Theatre
- Health, Fashion and Beauty
- Pets & Animals
- Antiques, Collectables and Memorabilia
- Eating out

Each section will have editorial relevant to the title at the front of each segment

Finally there will be a regional (town based) directory at the back of the directory, where all advertisers will receive a listing under the relevant classified heading, including company name, contact details and web site address if applicable.

You will be invoiced after publication in August 2011, when you will receive a free listing on our website also for the full year. I will be in touch but if you need any other information in the meantime please do not hesitate to call me.

Yours sincerely,

Sales Executive
HAQ Publishing Ltd - 01582 488385

HAQ Publishing Limited, Suite 6A Britannia House, Leagrave Road, Luton, BedsLU3 1RJ
Tel: 01582 488385 Fax: 01582 459776
Email: info@haqpublishing.com
Company registration number 1637485

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BUCKINGHAMSHIRE & BERKSHIRE FOCUS

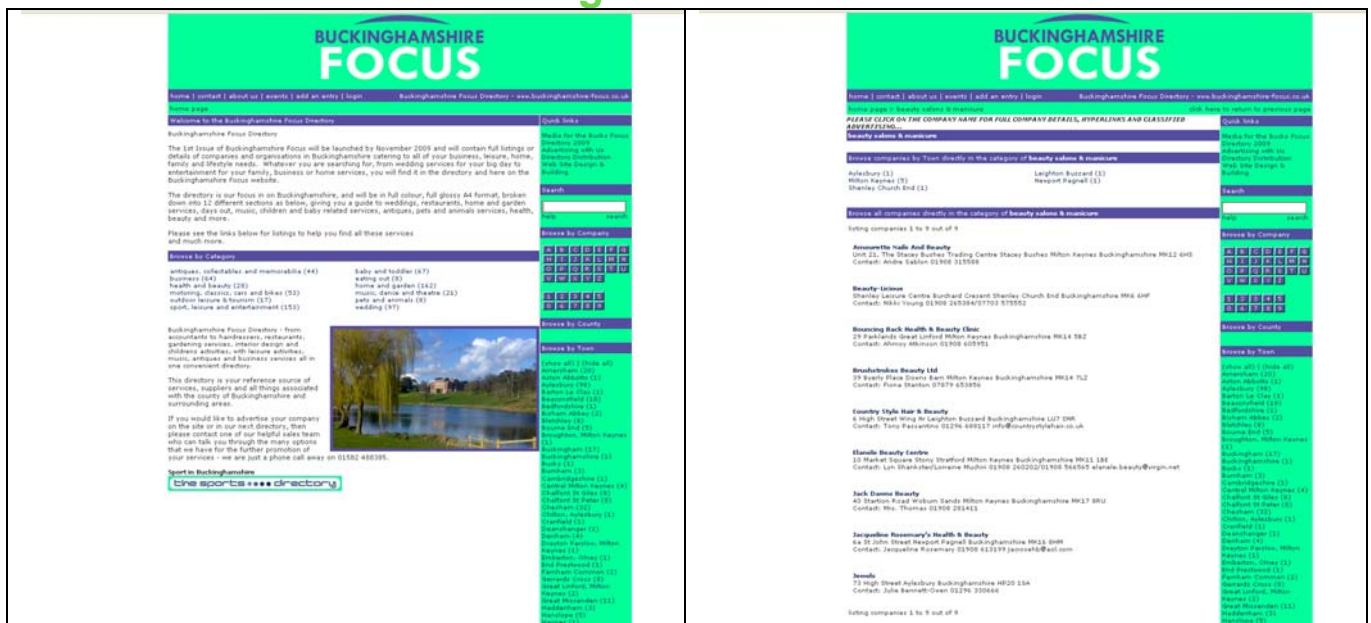
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Your free listing will be entered onto the site once confirmation is received, but with a range of options to maximise your online presence, the website offers media solutions for everyone:

Our web site has been designed to be search engine friendly and therefore quickly picked up and indexed by all the major search engines. Search Engine Optimisation technology ensures that with important key words the website is on the first pages of the major search engines. The site is also advertised prominently within the magazine, maximising traffic in Bucks. It is expected that these figures will quickly average 218,000 hits a month, the Buckinghamshire & Berkshire Focus website will provide you with a cost effective method to reach a whole new set of customers! Set out as packages, we can offer:

- **Listings** – company contact details which can be searched by either product/service or alphabetically by company name.
- **Web Packages** – A variety of packages to increase your web exposure – see below.
- **Banner Advertising** – placed in the most relevant position for you on the directory, either on the front page or under your category listing, this display advertisement can also include a hyperlink.
- **Web Site Design** – if you do not yet have your own company website, talk to our sales team about our web design service. It doesn't have to be a headache, and is a fast and accurate process...you supply the information and images...and we do the rest!

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Buckinghamshire & Berkshire Focus				
FAX BACK TO HAQ Publishing Limited ON 01582 459 776				
FROM (your name)				
Your company				
Your address				
Your Tel				
Your Fax				
Your web address (URL)	Http://www.			
Your email				
Your classified category				
Type	Directory Price (mono)	Directory Price (colour)	www Advert	Combined (www / Directory)
CLASSIFIED AND WEB SITE ADVERTISEMENTS				
BOLD entry	£45.00		-	£40.00
Boxed BOLD entry	£55.00		-	£60.00
Boxed BOLD 30 word profile	£95.00	£80.00	Entry Level	£120.00
Boxed BOLD 30 word Profile with Logo	£120.00	£120.00	Entry Level	£130.00
½ Classified (20mmx91mm width)	£90.00	£90.00	Bronze	£175.00
Full Classified (40mmx91mm width)	£180.00	£180.00	Bronze	£250.00
Eighth Page (64mmx91mm width)	£230.00	£230.00	Silver	£350.00
Quarter Page (133mmx91mm width)	£395.00	£395.00	Silver	£450.00
Half Page (133mmx190mm width)	£490.00	£590.00	Gold	£850.00
Full Page (271mmx190mm width)	£950.00	£1,200.00	Gold	£1,450.00
RUN OF PAPER				
Half Page (133mmx190mm width)		£700.00	Gold	£800.00
Full Page (271mmx190mm width)		£1,400.00	Gold	£1,450.00
Double page spread				£2,600.00
Inside front cover / Back cover / Inside back cover				£POA
WEB ADVERTISING				
GOLD PACKAGE – Up to 25 classified headings, National coverage across all counties, 150 word company profile, Company logo image, display advertisement image, hyperlink, guaranteed first page position on the web site, Full access key (to edit / add or change your details adverts at any time during the year).				£350.00
SILVER PACKAGE - Up to 15 classified headings, coverage across 3 counties, 70 word company profile, Company logo image, display advertisement image, hyperlink, Full access key (to edit / add or change your details adverts at any time during the year).				£250.00
BRONZE PACKAGE – Up to 3 classified headings, coverage across 1 county, 50 word company profile, hyperlink, access key (to edit / add or change your details adverts at any time during the year).				£150.00
ENTRY LEVEL PLUS PACKAGE - 1 classified heading, coverage across 1 county, hyperlink, 30 word company profile, Display advert				£90.00
ENTRY LEVEL PACKAGE - 1 classified heading, coverage across 1 county, hyperlink, 30 word company profile.				£60.00
Guaranteed Web Directory positioning with hyperlink – Position 1 under 1 classified heading				£160.00
Guaranteed Web Directory positioning with hyperlink – Positions 2 to 5 under 1 classified heading				£95.00
Guaranteed Web Directory positioning with hyperlink – Positions 5 to 15 under 1 classified heading				£45.00
Home page Hot link – hyperlink and up to 5 words on home page of directory web site				£150.00
Home page Advert Banner (Advert size 120 x 90 pixels) hyperlink, hyperlink text				£300.00

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