



Media Pack

# SIX FACTS FOR YOU TO CONSIDER

## NORWICH'S QUALITY BI-MONTHLY STYLE MAG

**ONE**

We print 15,000 copies of Vanilla in Norwich. 'Love Our Locals' is our mantra and we want to shout about the best local products and services.

**TWO**

Contemporary design and convenient handbag size make it the perfect pick up and keep **FREE** magazine.

**THREE**

Magazines are circulated door-to-door in selected areas of Norwich targeting ABC1 homeowners.

**FOUR**

Vanilla is targeted at women – educated, intelligent, fun-loving and style conscious. The career woman *and* the stay-at-home mum – women with a thirst for magazines featuring fashion, beauty, homes, shopping, eating out, health and wellbeing.

**FIVE**

Vanilla has an estimated readership of 50,000+ for our printed magazine whilst regularly getting over 20,000 hits on our digital publication. We also have a vibrant social media following on Facebook, Twitter and Instagram.

**SIX**

5000 magazines are available to pick up from shops and supermarkets, boutiques, restaurants, hotels, bars, hair and beauty salons, theatres and information centres.





## WHAT'S INSIDE?

**Lifestyles:** Success stories of local inspirational women

**Fashion:** What's in, where to buy, new season previews including the best offers from local shops and boutiques

**Interiors:** Real life homes, home trends and inspiration from the experts

**Hair & Beauty:** New products and treatments on offer plus advice from local salons and beauty practitioners

**Food:** Restaurant reviews, chef recipes, cocktails, local 'foodie' news

**Competitions and Offers:**

Romantic boutique hotel breaks, pamper sessions, make-overs, photography sessions, wine and dining... our competitions and offers get a great response and are a great way to promote your new product or service

**What's On:**

Our entertainment guide - *Get Out!* featuring theatre, cinema, music, art and dance events in the area

For more  
information

**Advertising**

advertising@vanilla-magazine.co.uk  
Tel: 01473 400 380

**Editorial**

editorial@vanilla-magazine.co.uk  
Tel: 01473 400 380

www.vanilla-magazine.co.uk

## OUR RATES

ADVERT	1 ISSUE	3 ISSUES	6 ISSUES
● QUARTER PAGE	£175	£160	£140
● HALF PAGE	£295	£265	£236
● SINGLE PAGE	£520	£470	£418
● DOUBLE PAGE SPREAD	£770	£700	£630

PREMIUM SITES	1 ISSUE	3 ISSUES	6 ISSUES
● OUTSIDE BACK COVER	£625	£560	£510
● INSIDE FRONT COVER	£595	£535	£480
● INSIDE BACK COVER	£595	£535	£480
● INSIDE COVER DPS	£825	£750	£685

ADVERTORIAL/PROFILE	Content by client	Content by Vanilla
● SINGLE PAGE	£525	£575
● DOUBLE PAGE SPREAD	£775	£800

DIGITAL SUPPORT	Per month
● AREA BANNER ADVERT	£150 per month
● AREA MPU (with video)	£200 per month
● SUPER BANNER	£200 per month
● BUSINESS DIRECTORY	Professional £45 / Premium £75 per year

EMAIL B2B	
● STORY LINK	£150
● SPONSORSHIP WITH STORY LINK	£250

## PAYMENT

All prices are **per advert** and **exclude VAT**.

Payment can be made by BACS or cheque and we can also process card payments. We are also happy to offer monthly payment plan options to make your payments more manageable and to make life as easy as possible. *Please just ask!*



## TECHNICAL SPEC

Please supply any artwork in the following formats:

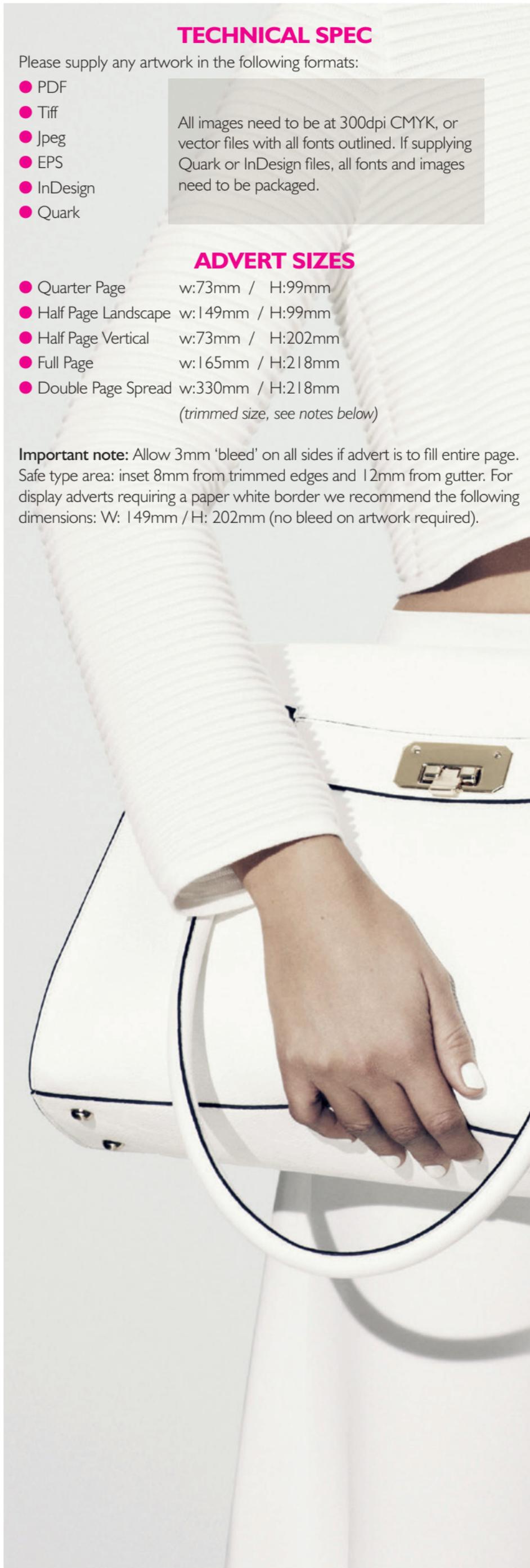
- PDF
- Tiff
- Jpeg
- EPS
- InDesign
- Quark

All images need to be at 300dpi CMYK, or vector files with all fonts outlined. If supplying Quark or InDesign files, all fonts and images need to be packaged.

## ADVERT SIZES

- Quarter Page w:73mm / H:99mm
- Half Page Landscape w:149mm / H:99mm
- Half Page Vertical w:73mm / H:202mm
- Full Page w:165mm / H:218mm
- Double Page Spread w:330mm / H:218mm  
(trimmed size, see notes below)

**Important note:** Allow 3mm 'bleed' on all sides if advert is to fill entire page. Safe type area: inset 8mm from trimmed edges and 12mm from gutter. For display adverts requiring a paper white border we recommend the following dimensions: W: 149mm / H: 202mm (no bleed on artwork required).



# TESTIMONIALS

## WHAT OUR CLIENTS SAY ABOUT US...

### HEART FM

*"We've had a partnership with Vanilla magazine for more than seven years. It lives and breathes East Anglia with great content and a contemporary outlook. It is a brilliant fit and we love working with the team!"*

**James Keen**

**Managing Editor, Heart Essex and East Anglia**

### THEATRE ROYAL NORWICH

*"Vanilla's a great magazine. Packed with stuff, all aimed at a predominantly female readership, its readership is a perfect match for our product range. The fact that the team is friendly and helpful is a bonus!"*

**Mark Hazell, Marketing Director**

### PAINT & PAPER

*"We were looking for a way to gain more exposure as a company, we wanted to let customers know who we were and where we were located. Vanilla magazine have helped enormously and have been great at communicating with us in terms of ideas, sizes and colour schemes. We hope to carry on using Vanilla magazine for the foreseeable future."*

**Luke Bygrave, Paint & Paper Limited**

### STRATTONS HOTEL

*"I look forward to grabbing a copy of Vanilla for my bag and dipping into it for all the latest news and trends in food, fashion and interiors from the exciting independents in Norfolk. I live a very busy lifestyle so am grateful to the Vanilla team for seeking out beautiful things and experiences which I cannot live without! Last season my favourite coat was purchased after seeing it in Vanilla then making a beeline for the shop!"*

**Vanessa Scott**

**Director, Strattons Hotel**

### JOHN LEWIS

*"It has been a pleasure working with the Vanilla team since the launch of the Norwich magazine. Laura has been very efficient and professional in all my dealings with her, I have also been very impressed with her creative and editing skills which give the magazine more 'pick-up' appeal."*

**Laura Gray**

**Pr & Marketing, John Lewis Norwich**

### MKM

*"MKM have been part of Vanilla magazine since its inception and were initially drawn by its targeted approach in a key area for our kitchen and bathrooms business. The enthusiasm of our Account Manager has always made our experience of dealing with Vanilla a pleasure, although we have found this to be the case with the whole team. The magazine is always warmly received every month and we have had nothing but praise for our adverts and features, but more importantly we have seen an increase in advertised product areas."*

**Nathan Stannage, MKM**

### FARMYARD RESTAURANT

*"We love working with Vanilla magazine. It's important to us that we're talked about and seen by potential new customers and we know Vanilla have a strong and affluent readership in our fine city."*

**Hannah Springham**

**Operations Director, Farmyard Restaurant**

### ROBINSONS MOTOR GROUP

*"Vanilla has always been a fantastic read, and one magazine I look forward to receiving every month. Working with the team for our Mercedes-Benz, Smart and SKODA brands, it's been great to read Lady Cordelia's reviews – they're always great fun and a real twist for the trade. Nicky and Laura are such great people to work with too."*

**Damien Sohal**

**Marketing Executive, Robinsons Motor Group**

### JARROLD

*"Jarrold have found Vanilla magazine to be very supportive. The team that we work with there including the editor and our account manager are always friendly and helpful. They give good advice on when and where to place adverts and give good coverage to many of our products and services."*

**Carole Slaughter**

**Marketing Manager, Jarrold Retail**

### SONKAI JEWELLERS

*"We've been advertising with Vanilla for a while now and will continue to do so. It's the only magazine that we consistently have customers refer to when visiting the store. Everyone we've dealt with at Vanilla has been very lovely, supportive, helpful and patient – we are terrible for sending everything last minute!"*

**Sara Sweet, Sonkai**

### NORWICH BID

*"Over the past year we have worked with Nicky at Vanilla to advertise our events and the Discover Norwich app. Nicky is great to work with, she is both friendly and professional in approach, and really got to know our company so she could effectively suggest the right editions for us to advertise in. Always enthusiastic and helpful, Nicky has also helped us secure editorial along with a special profile on our Executive Director. We feel Vanilla gives us great value for money, allowing us to reach our core target audience."*

**Rachael Fretter**

**Marketing & Communications Manager,  
Norwich BID**

*Get in touch  
with the team...*

# Vanilla

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[www.vanilla-magazine.co.uk](http://www.vanilla-magazine.co.uk)

Vanilla magazine is part of the Mansion House Publishing Group