

WHY ADVERTISE IN What's^{the} Buzz?

Become a part of What's the Buzz?, the rapidly expanding magazine in Cambridgeshire, and connect with thousands of potential new customers every month.

PRINTED DISTRIBUTION

Experience the growing reach and visibility of our magazine with a monthly print run that has surpassed 4,500 copies and continues to rise.

You'll find our branded distribution stands prominently located at Morrisons in St Ives, Sainsbury's in Huntingdon, Dobbies Garden Centre in Huntingdon, Budgens in Bluntisham, Johnsons of Old Hurst, and Co-op in St Ives.

We also have 25 smaller stands strategically placed in busy outlets, such as the Post Office and Golf Club in St Ives. Additionally, we deliver to over 25 businesses and cafés on the Cambridge Science Park. For the more remote villages, we provide door-to-door distribution services.

ONLINE VERSION

We have established a strong online presence through wtbpublishing.co.uk, as well as our active presence on Facebook, Instagram, and TikTok.

Our dedicated social media team consistently expands our online readership. Moreover, our popular blog, "Things to Do in Cambridge," boasts a loyal following of over 10,000. In total, our collective online following exceeds 20,000.

GREAT CONTENT

Each month, we strive to create an engaging magazine that captivates our readers. Our Puzzle Pages, The Garden, Things to Do in Cambridge, Local History, Book Reviews, and delectable recipes from Cambridge Kitchen are among our most popular regular features.

ADVERTISER BENEFITS

We provide a free design service to all advertisers, and our creative team is readily available to help your advertisement stand out! As we continue to expand both online and in print, your exposure and reach will grow alongside ours.

We take pride in being the fastest growing local magazine in Cambridgeshire.

For further information please call
01480 278012 or email
info@localbuzzmarketing.co.uk



MORRISONS, ST IVES



DOBBIES, HUNTINGDON



SAINSBURY'S, HUNTINGDON



JOHNSONS, OLD HURST



CO-OP, ST IVES



BUDGENS, BLUNTISHAM

**Full page advert
190mm x 277mm**

**Full page with bleed
216mm x 303mm (inc 3mm bleed)**

**Eighth page
advert
90mm x 64mm**

**Eighth page
advert
90mm x 64mm**

**Quarter page
advert
90mm x 135mm**

**Half page advert
190mm x 134mm**

Banner advert 190mm x 64mm

ADVERTISING RATE CARD - **NEW 30% DISCOUNTED RATES**

ADVERT SIZE	SINGLE ISSUE (COST PER ISSUE)	THREE ISSUE (COST PER ISSUE) 10% DISCOUNT	SIX ISSUES (COST PER ISSUE) 15% DISCOUNT
1/8 PAGE	£42	£37	£35
1/4 PAGE	£70	£63	£59
1/2 PAGE	£112	£100	£95
FULL PAGE	£189	£170	£160
INSIDE COVERS	£210	£189	£178
BACK COVER	£245	£220	£207
BANNER (INSIDE)	£70	£63	£59
BANNER (FRONT PAGE)	£245	£220	£207

All advertising rates subject to VAT on top of marked rate

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ADVERT TECHNICAL SPECIFICATIONS

- All files should be in Adobe Portable Document Format (PDF) version 1.3, preferred PDF files from QuarkXPress or InDesign using Pass4Press PDF settings.
- All transparency and layers flattened.
- Transparency Flattener is 2400 and 600; Images, 300 dpi for contones and a minimum 600 dpi (max. 1200) for lineart; Total Ink Limit in images is 300%.
- Fonts should be embedded/subset and should be PostScript Type1, TrueType or OpenType
- CMYK Colour only (No spot / Pantone colour or RGB colour)
- Magazine image resolution 300dpi