



OUR EAST END

NEWS FROM TOWER HAMLETS COUNCIL AND YOUR COMMUNITY

TOWER HAMLETS MAGAZINE

RATE CARD

Circulation

135,000

copies published four times a year

Delivered to

120,000

households in Tower Hamlets and
364 bulk distribution points across
(E14, E1, E2, E3, E1W)

Printed on **54gsm** paper



Population
340,900



Male
52.2%



Female
47.8%

Age

0-14
18%

15-24
14%

25-34
29%

35-49
22%

50-64
10%

65+
6%

Ethnicity

BME
55%

White ethnic
45%

Largest Bangladeshi
population in England
32%

Employment

Employed &
self-employed
70.5%

Full-Time
78.8%

Part-Time
21.2%



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PUBLICATION DATES & DEADLINES 2018/2019

PUBLICATION DATE	BOOKING DEADLINE	COPY & FINISHED ARTWORK DEADLINE
10 December 2018	26 October 2018	05 November 2018
11 March 2019	25 January 2019	01 February 2019
10 June 2019	26 April 2019	03 May 2019
09 September 2019	26 July 2019	02 August 2019

DISPLAY ADVERTISING RATES (PLUS VAT)

SIZE	DIMENSIONS (mm)	PRICE
Full Page	292h x 216w	£1450
Half Page	145h x 216w	£780
Quarter Page	145h x 106w	£450

PRIME POSITIONS	Inside Front Cover £1750	Back Cover £1850
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DISCOUNTS	2 - 3 bookings: 10%	4 + bookings: 25%	Registered charities: 10%
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ARTWORK

You can provide your own artwork

Artwork shall only be accepted via email or electronic transfer as a high-resolution PDF or Illustrator EPS file with all fonts and images embedded. We also accept high-resolution TIFF and JPG files. Artwork must be set to the correct dimensions as per your booking.

Finished artwork supplied by the client which does not meet our high publishing standards will be rejected.

We can design your artwork

We provide an affordable in house design service to help you create the perfect advert, rates are as follows:

Quarter page advert design	£50
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Half page advert design	£100
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Full page advert design	£150
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Please note that any changes made to artwork after final sign-off will be subject to a £150 late change fee.

PAYMENT

All advertisements must be paid in full by debit/credit card at the point of booking. Your booking will not be confirmed until payment has been received.

CONTACTS

Rably Malik
Senior Marketing Officer
020 7364 6005

Mike Pickin
Marketing Officer
020 7364 4994

Please note that all prices are subject to VAT.

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