

Our East End Rate Card

Tower Hamlets quarterly borough-wide magazine



Circulation

153,000

copies published four times a year



Delivered to

135,900

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



Population

340,900

Age



0-14
18%

15-24
14%

25-34
29%

35-49
22%

50-64
10%

65+
6%



Ethnicity

BAME

55%

White ethnic

45%

Largest Bangladeshi population
in England

32%



Employment

Employed and self-employed

70.5%

Full-time

78.8%

Part-time

21.2%



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Publication dates and deadlines 2025

| Publication date | Booking deadline | Artwork deadline |
|-------------------|------------------|------------------|
| 10 March 2025 | 24 January 2025 | 31 January 2025 |
| 09 June 2025 | 18 April 2025 | 25 April 2025 |
| 08 September 2025 | 18 July 2025 | 25 July 2025 |
| 08 December 2025 | 24 October 2025 | 31 October 2025 |

Display advertising rates (plus VAT)

| Size | Dimensions (mm) | Price |
|--------------|-----------------|-------|
| Full page | 216w x 292h | £1450 |
| Half page | 216w x 145h | £780 |
| Quarter page | 106w x 145h | £450 |

| | | |
|------------------|-----------------------------|---------------------|
| Prime positions: | Inside front cover £1750 | Back cover £1850 |
|------------------|-----------------------------|---------------------|

| | | | |
|-----------|----------------------|---------------------|-------------------|
| Discounts | 2-3 bookings: 10% | 4+ bookings: 25% | Charities: 10% |
|-----------|----------------------|---------------------|-------------------|

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

Half page
advert design
£100

Full page
advert design
£150

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

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