

# THE JOURNAL

For Northern Lincolnshire

The Northern Lincolnshire Journal is all about the finer things in life. It is a much-talked about publication, widely renowned for its discerning features, which combine quality writing with creative photography.

The Journal upmarket, glossy magazine has a monthly distribution of 15,000 copies and an affluent readership base.

Our dedicated social diary pages are unrivalled in their coverage – offering an insight into the glamorous black tie dinners and sporting fixtures.

This chic, contemporary publication promises high-quality coverage of all the subjects that matter most to readers, from cars and properties to fashion and fine dining. The Journal has it all!

## Deadlines:

	Distribution w/c	Booking and Copy
January	16/12	22/11
February	20/01	27/12
March	17/02	23/01
April	24/03	27/02
May	21/04	28/03
June	19/05	24/04
July	23/06	22/05
August	21/07	26/06
September	18/08	24/07
October	22/09	28/08
November	20/10	25/09
December	17/11	23/10
January	15/12	20/11

**Distribution:** 15,000 copies distributed free to over 13,000 households, and available to purchase from retailers in North and North East Lincolnshire.



## Contacts

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01472 372013

Grimsby & Scunthorpe Media Group, 80 Cleethorpe Rd, Grimsby, North East Riding Lincolnshire, DN31 3EH

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## January

- Prom product page
- New year's resolutions

Booking and copy deadline – **Friday 22nd November**

Published week commencing – **16th December**

Amend deadline – **Wednesday 27th November**



## February

- Fabulous weddings
- Valentine's Day product page

Booking and copy deadline – **Friday 27th December**

Published week commencing **20th January**

Amend deadline – **Tuesday 30th December**



## March

- Interior special
- Great locally sourced food

Booking and copy deadline – **Thursday 23rd January**

Published week commencing – **17th February**

Amend deadline – **Wednesday 29th January**



## April

- Spring fashion

Booking and copy deadline – **Thursday 20th February**

Published week commencing **17th March**

Amend deadline - **Wednesday 26th February**



## May

- Focus on gardens

Booking and copy deadline – **Friday 28th March**

Published week commencing **21st April**

Amend deadline – **Wednesday 2nd April**



## June

- Let's go to the show focussing on the regions summer shows including Lincolnshire show and Brocklesby Fair

Booking and copy deadline **Thursday 24th April**

Published week commencing **19th May**

Amend deadline **Wednesday 30th April**



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## July

- Days Out - Covering what to do and where to go in the school holidays
- Cleethorpes Carnival
- Focus on Barton on Humber

Booking and copy deadline – **Thursday 23rd May**

Published week commencing **17th June**

Amend deadline – **Wednesday 29th May**



## August

- Great locally sourced food – Our region boasts a wealth of locally organic grown produce and this is the place to find the latest information

Booking and copy deadline – **Thursday 27th June**

Published week commencing **22nd July**

Amend deadline – **Wednesday 3rd July**



## September

- Fabulous weddings
- Let's go to the races

Booking and copy deadline – **Thursday 25th July**

Published week commencing **19th August**

Amend deadline – **Wednesday 31st July**



## October

- Journal travel pages

Booking and copy deadline – **Friday 23rd August**

Published week commencing – **16th September**

Amend deadline – **Wednesday 28th August**



## November

- Planning for the Christmas period

Booking and copy deadline – **Thursday 26th September**

Published week commencing – **21st October**

Amend deadline – **Wednesday 2nd October**



## December

- Christmas Gifts

Booking and copy deadline – **Thursday 24th October**

Published week commencing – **18th November**

Amend deadline – **Wednesday 30th October**



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# rate CARD

Size	Dimensions	Investment
1/16th Page	8 x 5.9cm <b>(8x2)</b>	£150
1/8th Page Horizontal	8 x 12cm <b>(8x4)</b>	£290
1/8th Page Vertical	16 x 5.9cm <b>(16x2)</b>	£290
1/4 Page	16 x 12cm <b>(16x4)</b>	£445
1/2 Page Horizontal	16 x 25cm <b>(16x8)</b>	£580
1/2 Page Vertical	33 x 12cm <b>(33x4)</b>	£580
Full Page Advertorial	33 x 25cm <b>(33x8)</b>	£735
Full Page	33 x 25cm <b>(33x8)</b>	£1000
Full Page-Inside front/back	36 x 28cm <b>(36x8)</b>	£1060
Back Page	36 x 28cm <b>(36x8)</b>	£1250
DPS	36 x 56cm	£1500
Product Shot	One product	£75
Product Shots	Two products	£110
Wine & Dine	6 x 25cm <b>(6x8)</b>	£180
Half Page Product Shot	Up to 10 shot <b>(depending on images)</b>	£500
Leisure time box <b>(single)</b>	7 x 5.9cm <b>(7x2)</b>	£60.00
Leisure time boxes <b>(double)</b>	7 x 12cm <b>(7x4)</b>	£120.00
Classified	Varied	£5.45 psc

## Volume discount (over 12 months)

3 insertions = **15%** 6 = **20%** 8 = **30%** 12 = **35%**

All guaranteed positions charged at **25% extra**. All prices exclude VAT



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