

Summer Guide

Rate Card 2022/23

Our special edition Durham County News magazine 'Summer Guide' is available for advertising. The magazine is published in July. It is distributed to approx. 240,000 homes across the county and is FREE to pick up in selected community venues as well as our libraries, customer access points, leisure centres and public buildings across the county.

It is also available online and provides a valuable service for all our residents and communities, keeping everyone up to date with what is happening across the county.

Summer Guide captured:

- Distributed to approx. 249,000 homes across the county
- Available from selected community venues as well as our libraries, customer access points, leisure centres and public buildings.
- Available at durham.gov.uk/dcn
- Choice of adverts
- Provides the latest news on the community, services and events.
- Regular Facebook/Twitter updates about the content featured in each edition.

Summer Guide advertising: The Cost

Offering a range of competitive advertising packages, the flexibility of the magazine means the Durham County News advertising team can accommodate most needs, building bespoke solutions.

In the meantime, here is a guide to the rates we offer:

| Advert type | Advert size | Price |
|--|-----------------------|-------------------------------|
| Quarter Page | 67mm (w) x 96mm (h) | £653 |
| Half Page | 138mm (w) x 96mm (h) | £1,202 |
| Full Page (internal) | 138mm (w) x 197mm (h) | £2,405 |
| Full Page (back) | 148mm (w) x 210mm (h) | £3,074 |
| Strip advert | 138mm(w) x 25mm (h) | £330 |
| Centre pull-out feature (up to 4 pages) | | Please contact us for a price |

Please note all charges shown are subject to VAT at 20%.

Please contact us to discuss prices in further detail. To find out more contact us on 03000 268 059 or email durhamcountynews@durham.gov.uk

We look forward to hearing from you.