

MARKETING OPPORTUNITIES

WITH AYCLIFFE TODAY

30,000 PEOPLE | QUALITY PUBLICATIONS | COMPETITIVE RATES



OUR AUDIENCE



We now have a reach of more than **30,000** across three platforms

- **Aycliffe Today Monthly** – quality community magazine for Newton Aycliffe reaches more than 15,000 people
- **www.aycliffetoday.co.uk** – 10,000 unique visitors a month and more than 20,000 page views
- **Aycliffe Today Business** – B2B mag for Aycliffe Business Park with a readership of 8,000

This creates a powerful marketing tool for any businesses!

AYCLIFFE TODAY MONTHLY

Our monthly community magazine, Aycliffe Today Monthly, is circulated in homes and public places such as shops, pubs, garages etc.

With a circulation of 5,000, it's A5 in size, full-colour glossy and packed with good editorial content covering local news, sports, business and voluntary organisations.

We also produce an online version, including some video content, which is read on average by a further 1,000 unique visitors.

Overall, the estimated readership is more than 15,000.



AT Monthly Rate Card (Circulation 5,000)

	1 month	3 months	6 months
1/8 page	£50	£45	£40
1/4 page	£75	£65	£55
1/2 page	£125	£115	£105
Full page	£225	£210	£190
Double page	£350	£330	£310
Front banner	£135	£125	£115
Back cover	£280	£260	£230

AYCLIFFE TODAY BUSINESS

Launched in November 2012, with 16 pages, we've already more than doubled in size.

Editorial content is proving a big hit and companies from a variety of sectors are now choosing to advertise with us.

It's A4 in size and printed on 170gsm laminated gloss, so it has a real quality feel to it and is geared towards a B2B audience, and we publish once every two months.

The business magazine has a readership of approx 8,000. We print 3,000 copies – 250 are mailed direct to every business on Aycliffe Business Park, which is the second biggest business park in the North-East, home to 250 businesses and 8,500 employees, and the rest are distributed across the park and into hotels, conference centres, business hubs etc.



Aycliffe Today Business Rate Card (Circulation 3,000)

	1 issue	3 issues	6 issues
1/4 page	£150	£140	£130
1/2 page	£250	£235	£210
Full page	£500	£450	£400
Double page	£800	£700	£600
Back cover	£700	£650	£600

WWW.AYCLIFFETODAY.CO.UK

Launched in January 2012, our popular website has grown significantly.

Updated daily with news, business, sport and features, we average around 10,000 unique visitors a month and between 20,000 and 30,000 page views.

There are prominent advertising opportunities on the site and we can also do video content.

Advertising starts from £50 a month, but we can offer free supplementary advertising to those who pay for space in our publications.

SOCIAL MEDIA

Facebook: 3,400 likes

Twitter: 1,000+ followers

We promote all our stories and advertisers through our social networking to further increase your reach to market.



CONTACT

To discuss all marketing opportunities with Aycliffe Today:

Call: 01325 728024 **Email:** martin@aycliffetoday.co.uk

Facebook: AycliffeToday **Twitter:** @AycliffeToday

