



**92,300 copies
hand-delivered
by TDG's own
distribution team
every month**

Media Pack

**Hand-delivered, EVERY MONTH to MORE homes in Hampshire
and West Sussex than any other magazine**

Reaching 230,000 readers



Why is **The Directory Group** the best choice?

The Directory Group has been established for 17 years, so we know better than anyone how to generate new business for local advertisers.

We help companies win more local business, by offering various targeted and effective advertising options including:

- 8 Monthly Printed Directories, which are hand-delivered by our dedicated distribution team to more homes than any other local publication across the south of Hampshire and West Sussex.
- 2 Quarterly directories which are delivered into 10,000 homes in Chichester and 10,000 homes in Hindhead, Godalming & Grayshott 4 times a year – Spring, Summer, Autumn and Winter.
- Leaflet Distribution Services – we can deliver flyers and marketing material with our monthly directories.
- Beautiful South – our Luxury Lifestyle Magazine which is targeted and hand-delivered to a local affluent audience.

We are honest, passionate and proactive, we treat every single business as if it were our own, offering the most suitable marketing advice all-round.

We are also proud to be fully engaged with our local community, raising awareness for our three local chosen charities throughout the year. We call this the Care Factor, providing the link between our Customers, Community and Charities.

The community is at the heart of everything we do and we will strive to remain involved in all things local.

The Directories:

Monthly Printed Copies: **92,300**

Readership: **230,000**

Quarterly: **20,000**

Distribution: **By our own TDG Teams**



Think local. Think passionate.
Think The Directory Group.

Our monthly directories

The Petersfield Directory was established in 2005. Due to popular demand we have since launched new directories across the south of Hampshire and West Sussex, and now offer 8 local publications, reaching **230,000 readers – more than any other local publication.**

Plus, our free design service gives you the opportunity to shout about your business in the best possible way.

Our directories are hand-delivered through the letterboxes of **92,300 homes** by our team of **200** distributors each month, and all deliveries take place over a five-day period, so you know exactly when they will be delivered.

Our own distribution manager co-ordinates all of our services from the TDG distribution centre.

We have worked hard to ensure we have **THE BEST** distribution service locally, as we have a passion for getting things right first time, every time.

**We offer a
simple style of
advertising
WHICH
WORKS!**



The directories provide:

- A clever mix of directive and awareness advertising
- A tried and tested method of marketing – the companies who advertise with us consistently re-book
- Eye-catching advertising campaigns
- Exciting and informative articles and business features
- A perfect platform to generate great new business

PLUS...
Introducing our new
Quarterly Magazines!

- **Hindhead, Grayshott & Haslemere Directory Distribution 10,000 homes**
- **Chichester Directory Distribution 10,000 homes**



8 Directory Area Editions

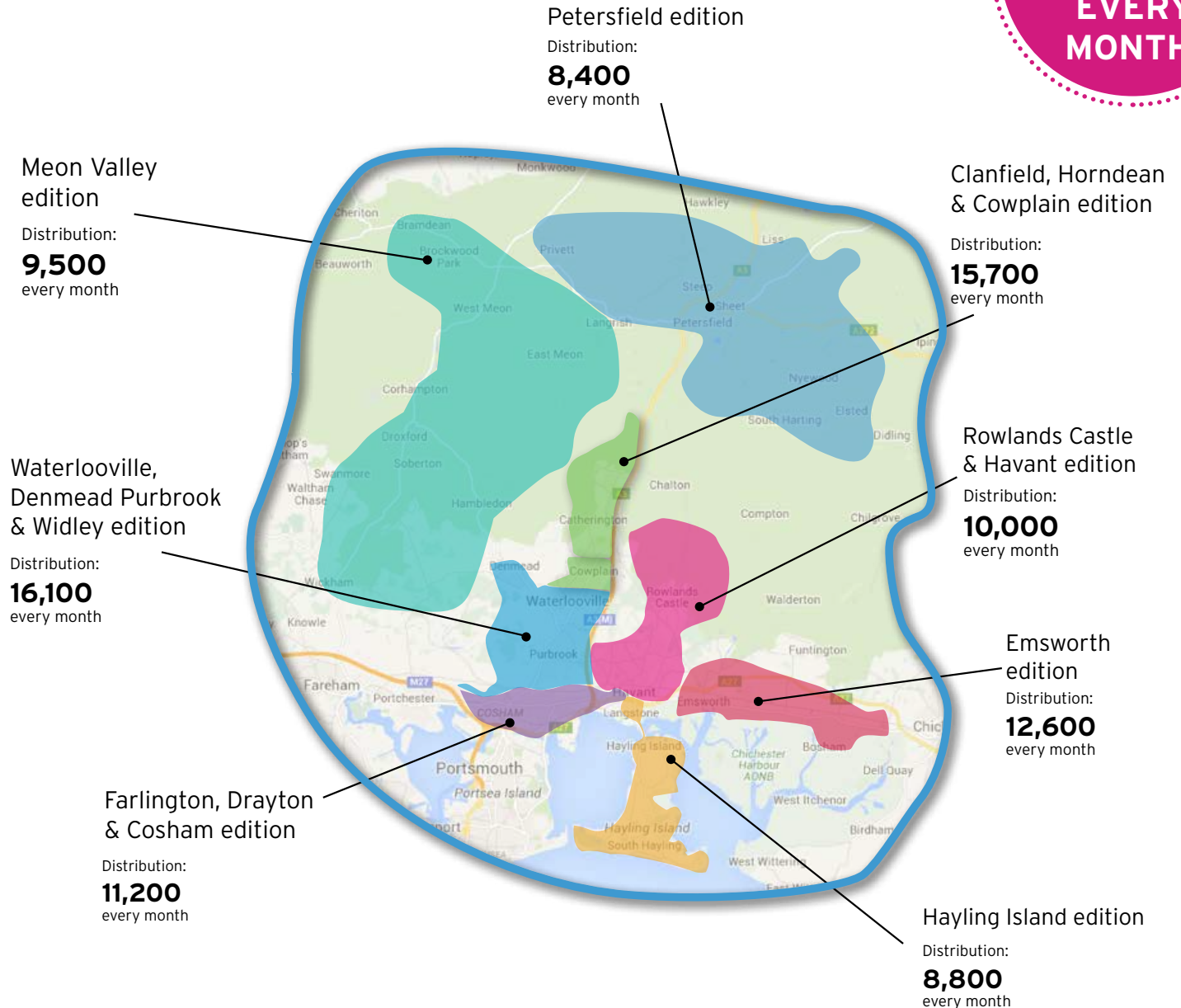
Delivered through the letterboxes of **92,300** homes and local businesses **EVERY MONTH** of the year!

We offer 8 different area editions, so you can target specific locations whilst maximising your budget and response! Our monthly publications are hand-delivered at agreed times, by our own TDG distribution teams, and co-ordinated by our Distribution Manager.

For more detailed individual maps please contact our sales team on **01730 260746** or email: sales@thedirectorygroup.co.uk



Reaching
235,000
Readers
EVERY
MONTH!





Delivered to MORE homes in Hampshire & West Sussex than ANY other magazine

Here is a handy comparison chart to show how many copies of each magazine are printed

Frequency	Editions	Printed Copies	
Weekly	1 Edition	7,462	Petersfield Post (NP)
Monthly	1 Edition	8,000	The Village Magazine
Bi-Monthly	1 Edition	8,000	The Hayling Trader
Monthly	1 Edition	12,500	Alresford Forum
Daily	1 Edition	16,369	Southern Daily Echo
Daily	1 Edition	19,797	The News (NP)
Monthly	2 Editions	25,000	Post Code Publications (NP)
Bi-Monthly	3 Editions	30,000	'Life in Farnham/Haslemere/Petersfield' Magazines
Monthly	6 Editions	30,000	Forget Me Not
10 Months	5 Editions	38,273	Stay Local



Monthly	8 Editions	92,300	The Directory Group
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 **Jamie Wells**
Property Maintenance

“

I have advertised with **The Directory Group** since they started 16 years ago, I only advertise with them and get **all my work** through my advert.

- Jamie Wells Property Maintenance



 **happy kitchens**

”

“Love working with TDG. Always been a pleasure dealing with **Denise and the team**, they make you feel **valued** and part of the family. **Ad works really well** and a great return on investment”

- Ben Reid,
Happy Kitchens

”

“Absolutely **Superb** well **worth the money**”

- Kevin Griffin,
Guttersnipe Gutter Clearance



guttersnipe

”

“Time and time again **The Directory Group** go that extra mile. Design is spot on”

- Shane Viney,
Moss Master Ltd

”

“**Print advert** and **social media** look **absolutely fantastic**. You guys are great! I really appreciate it; your service is **second to none**.”

- Mark Gadsen,
Gadsen Gardens

Did you know... we do social media campaigns ?

We can promote YOUR business to over **16,900 local followers!**
Scheduled onto The Directory Group's social media platforms to
generate additional enquiries...



~~£150~~

Reduced to...

£100

**Plus vat
per month***

**The perfect opportunity to
take your business to a new,
online audience.**

- Up to two advert designs and text
- Adverts would be posted on TDG Facebook & Instagram.
- Your posts would go up regularly throughout the week; at prime times.
- Social media management for your own accounts also available, enquire for more details.

Just say yes and we will do the rest!

*3 month minimum commitment, monthly payment option available.

Offering You the Complete **LEAFLET DISTRIBUTION SERVICE**

We understand that great distribution is a key factor in the response of any marketing material...

That's why we offer the **VERY Best Leaflet Distribution Service Locally**

The **ONLY** local media company to...

- Employ their own 200 Distributors
- Employ a dedicated Distribution Manager
- Offer warehouse facilities to store leaflets and schedule regular drops
- Agree time scales to distribute within

Have **NO FLYERS** to distribute?

Don't Stress – we can:

1. Design the flyer
2. Print the flyer
3. Store the flyer
4. Distribute the flyer

We offer **8 Directory Areas** to target as listed below:

Petersfield • Clanfield, Horndean & Cowplain • Emsworth
Waterlooville, Denmead, Purbrook & Widley • Farlington, Drayton
& Cosham Rowlands Castle & Havant • Hayling Island • Meon
Valley

PLUS our Out of Area Distribution Service

We can now distribute your leaflets/menus/brochures in **NON Directory areas** – ie: Midhurst, Alton, Liphook, Guildford, Winchester, Portsmouth... You name the area and we can deliver them!

Contact us for a quotation: 01730 260746

sales@thedirectorygroup.co.uk



“

"I have developed a great partnership with **The Directory Group**, after many years of both advertising in the **book and leaflet distribution**, it is now the only form of advertising that I use as it really **targets** our customers and **works really well for us.**"

*Graham Parish,
Hilltop Garage*

”

"Just a quick note to say thank you to all your team very much for all your help with the **leaflets and advertising** for the Easter Fun Day. We had over **1000 people** on the day and raised a bit of money for the charities."

*Simon Butler,
The Barn Store*

”

We frequently use **The Directory Group** for our leaflet drops that show **immediate increase** in use of Horizon Leisure Centre. Research has also shown the leaflet drops has **increased awareness** of the services available at Horizon Leisure Centre.

*Lindsey Mchugh,
Horizon Leisure Centre*

”

"The Directory group offer reliable **targeted leaflet distribution** to our catchment area. I have used other leaflet distributors in the past with mixed results, but with **The Directory Group** I have never seen **so many responses**"

Havant Leisure Centre

”

"The Directory's leaflet distribution service is excellent - **accurate, efficient, and gets results.**"

- The Petersfield School

**Leaflet
Distribution
Direct**



the
Directory
group

”

The Directory Group is no ordinary publishing company. They **truly care** about the success of the businesses that advertise with them and continue to **innovate and offer new ways** for their customers to **promote themselves.**

- Bea Solutions Ltd

We realise that we are only as good as the results we deliver!

Services we can offer

- Free advert design and personalised campaigns within our monthly Directories – distributed to over 92,300 homes each month
- 2 x Quarterly Magazines
- Social Media Campaigns, Facebook & Instagram
- Editorials and Restaurant Reviews
- Leaflet Design, Print & Distribution
- Printing
- Our Luxury Lifestyle Magazine - Beautiful South



Think local. Think passionate. Think The Directory Group.

Advertising Rates*	Full Page Advert	Half Page Advert	Quarter Page Advert	Half Page Advertorial	Full Page Advertorial	Front Cover	Back Cover	Inside Front Cover
Petersfield	£194	£103	£66	£103	£194	£520	£380	£230
Clanfield, Horndean & Cowplain	£249	£130	£88	£130	£249	£650	£495	£299
Waterlooville, Denmead, Purbrook & Widley	£249	£130	£88	£130	£249	£650	£495	£299
Farlington, Drayton & Cosham	£226	£121	£77	£121	£226	£600	£440	£260
Rowlands Castle & Havant	194	£103	£66	£103	£194	£520	£380	£230
Hayling Island	£194	£103	£66	£103	£194	£520	£380	£230
Emsworth	£226	£121	£77	£121	£226	£600	£440	£260
Meon Valley	£194	£103	£66	£103	£194	£520	£380	£230

over 50% discount bookings**	Full Page Advert	Half Page Advert	Quarter Page Advert	Mini Advert
82,800 homes - Clanfield & Horndean, Cowplain, Waterlooville, Denmead, Purbrook & Widley, Farlington, Drayton & Cosham, Rowlands Castle & Havant, Hayling Island & Emsworth.	£770	£495	£245	£125
92,300 homes - Clanfield & Horndean, Cowplain, Waterlooville, Denmead, Purbrook & Widley, Farlington, Drayton & Cosham, Rowlands Castle & Havant, Hayling Island, Emsworth & Meon Valley.	£900	£580	£300	£150

*All prices exclude vat. **Full, Half and Quarter page adverts have a 3 month commitment.** Advertorials, and Prime space (Front, Back and Inside Covers) are booked per month. ** For discounted bookings you can book for 1 month only or a 3 month period. Prices exclude vat.

Payment options: 14 day terms or monthly terms available (on 6 month bookings or monthly amounts over £225).

Payment methods: Go Cardless – Credit/Debit – BACS.

Leaflet Distribution rates: £25 per 1000 plus vat

(within our directory area editions.) For leaflet distribution - Minimum distribution of one area applies.

Out of area distribution also available with a personalised quotation on request.









For more information Call: 01730 260746 or email: sales@thedirectorygroup.co.uk | www.thedirectorygroup.co.uk

The Directory Group, Unit 1 Viceroy Court, Bedford Road, Petersfield, Hants, GU32 3LJ

Advertising Rates when booking 8, or 9 areas!!! - Huge Discounts and Huge Coverage!

Over
50%
Discount

We can take your company through the letterboxes of over
92,300 homes EVERY MONTH for only:

Size	82,800 homes (not incl. Meon Valley Edition)	Price	92,300 homes (incl. Meon Valley Edition)	Price
1/4 Page Advert		only £245 plus vat per month	+	 only £300 plus vat per month
1/2 Page Advert		only £495 plus vat per month	+	 only £580 plus vat per month
Full page advert		only £770 plus vat per month	+	 only £900 plus vat per month

You can book for 1 month only – or a 3 month period... we will design your advert free of charge too!!!

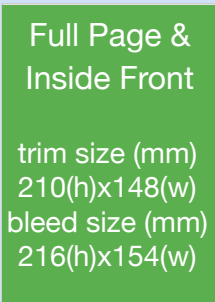

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Advertising Specifications & Deadline Dates For printed & Online Editions



Advert Sizes:

Front Cover  'on page' size (mm) 142(h) x119(w)	Back Cover  trim size (mm) 210(h)x148(w) bleed size (mm) 216(h)x154(w)	Full Page & Inside Front  trim size (mm) 210(h)x148(w) bleed size (mm) 216(h)x154(w)	Half Page Column  'on page' size (mm) 191(h) x64(w)	Half Page Horizontal  'on page' size (mm) 92(h)x134(w)	Quarter Page  'on page' size (mm) 92(h)x64(w)	Mini Advert  'on page' size (mm) 43(h)x64(w)
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We accept PDFs and JPEGs as file formats when supplying adverts to us.

2023 Deadline dates:

JANUARY 2023 EDITION

Artwork/Copy deadline: 10th Dec

FEBRUARY 2023 EDITION

Artwork/Copy deadline: 13th Jan

MARCH 2023 EDITION

Artwork/Copy deadline: 10th Feb

APRIL 2023 EDITION

Artwork/Copy deadline: 17th Mar

MAY 2023 EDITION

Artwork/Copy deadline: 14th Apr

JUNE 2023 EDITION

Artwork/Copy deadline: 12th May

JULY 2023 EDITION

Artwork/Copy deadline: 16th June

AUGUST 2023 EDITION

Artwork/Copy deadline: 14th July

SEPTEMBER 2023 EDITION

Artwork/Copy deadline: 11th Aug

OCTOBER 2023 EDITION

Artwork/Copy deadline: 15th Sept

NOVEMBER 2023 EDITION

Artwork/Copy deadline: 13th Oct

DECEMBER 2023 EDITION

Artwork/Copy deadline: 10th Nov



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The Directory Group, Unit 1 Viceroy Court, Bedford Road, Petersfield, Hants, GU32 3LJ

BEAUTIFUL SOUTH MAGAZINE

The only local lifestyle complimentary magazine which guarantees distribution direct through the doors of local ABC1 homes

From discovering beauty spots in the heart of the Hampshire countryside to venturing behind the scenes to learn more about local businesses, Beautiful South provides a fresh perspective on local life.

A wealth of in-depth features and interviews explore luxury lifestyle from every angle, encompassing health and beauty, style and interiors, travel inspiration and society events. Meanwhile, a dedicated men's section – the Gentleman's Notebook – focuses on style inspiration, grooming tips, motoring and the latest innovative gadgets. This diverse content is supported by stunning photography showcasing the South Downs countryside and communities at their beautiful best.

Beautiful South is the perfect platform to place your business before a highly affluent audience, who appreciate quality products, a high standard of service and the finer things in life. Vibrant content, quality coverage, striking design – Beautiful South truly sets the standard.

Distribution



Frequency:
Quarterly



Online:
Unlimited



Readership:
80,000



Audience Profile

Beautiful South reaches a highly discerning audience:

- Majority aged over 45 – the demographic that holds the nation's wealth
- Typically own their own home and married/living with a partner
- Active consumers with a disposable income
- Typically value quality, independent services and goods over the cost of these products alone
- Appreciate the finer aspects of local life – events, attractions and locations

Beautiful South

Advertising Rates

	1 Issue	4 Issues
Back Cover	£1,500	£4,500
Inside Front Cover	£1,000	£3,000
Inside Back Cover	£1,000	£3,000
Full Page	£800	£2,100
Half Page	£450	£1,600
Quarter Page	£300	£1,000



Back Cover, Inside Front,
Inside Back, Full Page
Trim size (mm):
225(h)x225(w)
Bleed size (mm):
231(h)x231(w)



Half Page Landscape
Trim size (mm):
98(h)x200(w)



Half Page Portrait
Trim size (mm):
200(h)x98(w)



Quarter Page
Trim size (mm):
98(h)x98(w)

Copy deadline dates 2023

New Year Edition

January – March

Copy deadline 15th November 2022

Spring Edition

April – June

Copy deadline 5th March 2023

Summer Edition

July – September

Copy deadline 5th June 2023

Winter Edition

October – December

Copy deadline 5th September 2023

Artwork Requirements

At Beautiful South we offer a full design service and are here to help see that you get the best possible results from your advertising campaign with us.

1. When supplying images or logos, please ensure that the resolution is at least 300dpi (or vector files).
2. We can accept the following file formats and types: .PDF .JPEG
3. Although we have a vast array of fonts, if you are sending over a document or file that has special font requirements please contact us for advice.
4. Complete artwork should be set to CMYK and 300dpi (Lower resolution images may result in a pixilation effect on your artwork).
5. Software programs we accept: Adobe Photoshop, Illustrator and InDesign (CS6).

When supplying your advertorial copy:

1. A full page advertorial with images needs to be 500 words max.
2. A half page advertorial with images needs to be 280 words max.
3. If you would like to include images or logos in your advertorial, please supply them as high resolution (300dpi) in any of the following formats and types: .JPEG .PDF

**If you are unsure or need any advice about any of the above, please don't hesitate to
call us on 01730 260746 or email sales@beautiful-south.co.uk**