

magazine *

VELVET
JULY 2010 ISSUE 37

Our distribution is extensive
25,000 copies distributed each month

79,000 readership per month
THE TOP FREE MONTHLY
encouraging locality

Now covering
Cambridge, Newmarket, Bury St. Edmunds, Saffron Walden, Ely

120
pages every month

The epitome of quality

the
ratecard
for Velvet magazine

The top free monthly

FROM THE AWARD WINNING PUBLISHERS CUBIQDESIGN

Pick me up I'm free



Velvet... the region's dominant monthly glossy

The Magazine

Cambridge, Newmarket & Bury St. Edmunds' premier lifestyle magazine
from the award winning publishers CUBIQDESIGN.

Our customers
love Velvet
magazine

*Pushing the boundaries of
quality, style and
knowledge*

Welcome to Velvet xx

If you're standing still, you aren't improving. The same applies to Velvet Magazine as we embrace our fourth year in publishing. We are pushing the boundaries of quality, style and knowledge in our magazine for summer 2010, creating a bigger, better and constantly improving free glossy that now covers Cambridge, Bury St. Edmunds, Newmarket, and Ely. Don't worry, we still stand for the same ethos and ideals, we're just progressing. With our local staff we are able to bring you the scoops on the happenings in the area. What we won't do is tell you about the problems at the duck pond, but we will give readers the lowdown on the best and most inspiring places to eat, drink, shop, relax and be entertained.

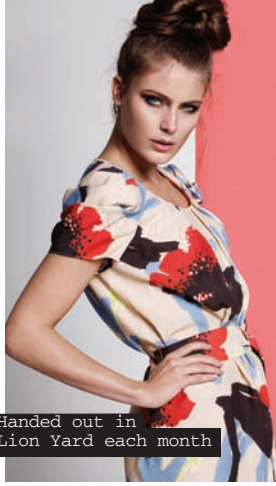
Our readers are your future customers... So let's make them count... They aspire to a luxury way of living. We don't define our magazine by age...we define it by personality. Our Customers are; aspiring fashionistas, house proud, indulgent, health conscious, yummy mummies, affluent professionals and ethically aware...

The End!

The Velvet Team

Checkout www.velvetmag.co.uk for more info.





Handed out in Lion Yard each month



Handed out on Abbeygate Street each month



Handed out on Newmarket High Street

The evidence is blinding, you're clearly destined for a bargain with us as our prices are considerably lower than those of our competitors, yet we offer superb quality.

- Nktbe Magazine £399
 - Suffolk Magazine £1395
 - Etc Magazine £385
 - East Magazine £795
 - Style Magazine £1500
 - Explorer Magazine £1000
 - Cambridgeshire Journal £920
- (Based on full-page advertisement rate card November 2009)

Our delivery is scrupulous 25,000 copies are DISTRIBUTED THROUGHOUT Cambridge, Newmarket, Bury St Edmunds, Ely and Saffron Walden.

Through experience we know where to deliver and how many, optimizing your clientele. **Distribution areas include:** Cafés and restaurants for those ladies and men who lunch; gyms, spas and fitness centres for the health conscious bunch; supermarkets for those yummy mummies and domestic dads; boutiques and shops for the indulgent fashionistas; garden and home centres for those who are house proud. And...if that isn't enough we have a promotional team who hand out Velvet on the first Saturday of the month in Cambridge City Centre, Newmarket High Street & Abbeygate Street, Bury St. Edmunds.

Satellite Village distribution includes: Cherry Hinton, Trumpington, Grantchester, Chesterton, Fen Ditton, Royston, Saffron Walden and Cambourne and hand delivered through doors in Gazeley, Moulton, Kentford, Kennet, Ashley, Cheveley, Exning, Moreton Hall, Westley, Horringer, Ickworth, Fornham St. Martin, Fornham St. Mary and Fornham St. Genevieve.

We epitomize quality. Velvet is designed and produced by Cubiqdesign, the leading design agency in the area, representing many local and national businesses. Cubiqdesign designs and creates Velvet making it an instantly recognizable and unrivalled magazine. They are there for you with creative ideas and to help with your advertising campaign.

The Velvet Team

Printing. The magazine is printed on 200gsm cover, 115gsm internal pages, giving Velvet its superior recognizable edge, and demonstrating quality of craftsmanship. Velvet is the only local magazine to consistently hit 112 pages per issue.

Editorials Our editorials are written by like-minded, experienced locals who thrive in and adore the area. Specialising in all aspects of lifestyle, they give advice, knowledge and encouragement on current affairs that apply locally. We also strive to feature our advertisers in additional pages of the magazine, taking pride of place next to our editorials.

A pattern! Flick through the previous editions of Velvet and a familiar pattern will emerge...loyal advertisers. Many of our advertisers have been with us since day one, as they recognise the desired results of the marketing campaign with Velvet. They appreciate the adverts we design for them and realise that ours is a service they can't get else where...Here is what a few of our happy customers have to say.

We are always very pleased with the results. We love the magazine, it's great and energetic! You're great!

Julia East, Pride Newmarket

I have been so pleased with my advertising; immediately I had a great response and many sales as a direct result from advertising.

Willow Hume, Hair Studio 22

I have had lots of people come to the shop as a result of the advert and feature, I am very pleased!"

Nicola Brooks, Brooks Dress Agency

The End!



Full page
from £320 per issue



Half page
from £163.20 per issue



To contact the Velvet
magazine sales team
please use the details
below.

T.01638 666432

T.01638 661464

E.info@velvetmag.co.uk

W.www.velvetmag.co.uk

A.Cubiqdesign

Goodwin Business Park

Newmarket

Suffolk, CB8 7SQ

Advertisement	1 issue	3 issues	6 issues	12 issues
Full page	£399.00	£359.00	£339.75	£320.00
Half page	£203.00	£183.10	£173.15	£163.20
1/4 Page	£109.00	£98.50	£93.25	£88.00
1/8 page	£64.00	£58.00	£55.00	£52.00
Page sponsorship	£116.85	£105.56	£99.92	£94.28

Premium positions	1 issue	3 issues	6 issues	12 issues
Inside Back Cover	£464.00	£418.00	£395.00	£372.00
Inside Front Cover	£564.00	£418.00	£395.00	£372.00
Back Cover	£714.00	£463.00	£437.50	£412.00
Double Page	£754.00	£679.00	£671.50	£604.00

Advertisement Feature	1 issue	3 issues	6 issues	12 issues
Full page	£464.00	£418.00	£395.00	£372.00
Double Page	£894.00	£804.60	£759.90	£715.20

Classified	1 issue	3 issues	6 issues	12 issues
1/8 Page	£36.90	£33.61	£31.96	£30.32

Advert Design	Full page	Half Page	1/4 Page	1/8 Page
Full Page	£65.00	£50.00	£35.00	£25.00

Artwork Dimensions

Full page	168mm w x 240mm h	Half page	154mm w x 110mm h
Quarter page	73mm w x 110mm h	1/8 page	73mm w x 51mm h
Page sponsorship	154mm w x 20mm h	Classified	73mm w x 51mm h



Artwork Formats. Adverts can be submitted in the following formats. All image formats need to be at 300dpi CMYK, or vector files with all fonts outlined.

· TIFF · JPEG · PDF · Quark · AI · EPS

Payment. Full payment for all adverts must be received by the print deadline, unless a 30 day account has been setup. Payment can be made by Cheque or BACS.

Contact. To contact the Velvet magazine sales team please use the details below.

T. 01638 666432

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A. Cubiqdesign Goodwin Business Park Newmarket Suffolk CB8 7SQ

Our Rates

