

oms

Why make  
a ripple...

## Our Approach

Most magazines aiming at a targeted, economically-viable audience, use a postcode system linked to backchecking to gain certification through a free distribution accreditation body such as Verified Free Distribution Limited.

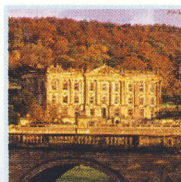
The weakness of this system is twofold: postcode-driven systems are arbitrary guesses at 'wealthier' areas within a geographical location and, secondly, the backchecking system is superficial with only one in a hundred houses usually checked for accuracy of delivery.

We at *Reflections* have taken an entirely different approach. We have used the tax-banding system developed by central government and local authorities accurately to identify those readers whose income is reflected in the type of property they inhabit. This is, without doubt, the most definitive method of wealth indication - as all other data relating to spending patterns is incomplete and largely based on consumer research which is bound to be fragmentary.

This, as far as *Reflections* is concerned, means we can reach readers through our in-house database who are in a defined shopping pattern area and who inhabit homes from those of moderate value, right through to houses of the highest ceiling value. These are the tax bands from D through to H\*.

This method of distribution effectively directly addresses those people who have the greatest spending power, who all live in good-quality private homes attached to which are commensurate spending patterns across a range of goods and services.

This method also fundamentally addresses the age-old problem about advertising expenditure: fifty per cent is wasted, but the problem is knowing which fifty per cent. The fifty per cent of wasted expenditure actually occurs quite simply in delivering an advertising message to those who are economically incapable of responding to it.



## **Method of Distribution**

Reflections uses an in-house distribution network to deliver magazines to the individual addresses held on our database. We mainly use adults for distribution (most free distribution media use low paid schoolchildren) and, again using our in-house database of individual addresses, the whole delivery system is regularly backchecked to levels well above the normal requirements of VFD.

In addition *Reflections* is available at key newsagents, tourist offices, selected outlets and by delivery subscription throughout the North Derbyshire area.

## **Editorial**

Reflections' editorial philosophy is based on local features, walks, dining out, gardening, motoring - all specifically geared to a generally more mature readership and their spending patterns.

Our editorial approach has been based on results of national readership surveys which have been overlaid on top of our own data to provide a reasonably accurate reader profile. Our editorial department is staffed by NUJ journalists with a substantial depth of local experience, whose aim is to provide the highest quality of editorial.

## **The Design Service**

We use the most advanced technology, but more importantly, designers who have long-standing commercial experience in the advertising business.

Our designers understand the needs of customers and are able to interpret sales messages and convert them to advertising with the power to persuade. Added to accurate targeting, this means that your investment in advertising is maximised and you have the best possible chance of gaining response from the readership.

## **Our Advertising Service**

As small-scale publishers we believe our strengths are in the depth of service offered to our clients. We do not believe in selling 'white space' but offering a true marketing service.



# Reflections

## Circulation Area

Reflections circulation has been defined by the shopping patterns of consumers' spending in an area centred on Chesterfield, Matlock and Bakewell.

Chesterfield is the second-largest retail spending zone in Derbyshire, second only to Derby city.

## Postcode and Tax-Band Areas

Addressing tax-band codes D-H effectively eliminates poorer housing groups. Sales messages are directly targeted at homes up to the highest ceiling value - even Chatsworth House gets one! Copies are also available from newsagents, at key outlets and by subscription.



Coding	Districts	Totals	D	E	F	G	H
DE4 2	Darley inc. Stanton in Peak, Rowsley, Heeley, Elton, Pikehall	1767	788	525	273	169	12
DE4 3	Matlock inc. Matlock Bath, Cromford	1448	828	361	199	51	9
DE4 4	Wirksworth inc. Carsington, Brassington, Allwark Callow	1048	521	344	123	58	2
DE4 5	Tansley inc. Crich, Lee, Holloway, Flash Dam	606	234	169	136	66	1
DE45 1	Bakewell inc. Ashford-in-the-Water, Baslow, Middleton, Monyash	2038	615	734	442	483	34
S18 5	Unstone stretching to Barlow/Holmesfield/Dronfield Woodhouse	1838	742	655	253	164	24
S30 1	Stoney Middleton inc. Grindleford, Hathersage, Eyam, Curbar	2	-	-	-	2	-
S40 1	Chesterfield Town	67	42	25	-	-	-
S40 2	Brampton and Birdholme	183	159	20	3	1	-
S40 3	Boythorpe and Brookside	1588	836	440	205	102	5
S40 4	Loundsley Green	717	403	228	73	11	2
S41 0	Town stretching to Hasland	541	419	81	29	10	2
S41 7	Stonegravels	211	150	41	11	7	2
S41 8	Newbold	432	258	151	13	8	2
S41 9	Whittington	189	90	61	22	13	3
S42 5	Grassmoor, N.Wingfield and Holmewood	269	203	45	15	5	1
S42 6	Wingerworth inc. Old Tupton, Alton, Northedge	1438	783	420	161	71	3
S42 7	Holymoorside inc. Old Brampton, wigley, Cutthorpe	1309	465	420	240	178	6
S43 1	Brimington	255	216	22	5	9	3
S43 2	Barrow Hill	152	104	34	9	4	1
S43 3	Staveley	146	95	30	11	8	2
S45 0	Ashover inc. Butterley, Uppertown, Stonedge	465	62	106	129	156	12
S45 9	Clay Cross	233	155	45	12	20	1
†Other		1900	-	-	-	-	-
<b>TOTALS</b>		<b>19112</b>	<b>8168</b>	<b>4957</b>	<b>2364</b>	<b>1596</b>	<b>127</b>

†Subscriptions, newsagents and other key outlets