

Reflections

Media Pack



Targeted Distribution

Derbyshire's largest-circulation lifestyle magazine »»» 30k Readership

To advertise call **01246 550488**
www.reflections-magazine.com



A wide-angle landscape photograph capturing a sunset over rolling green hills. The sun is a bright, glowing orb in the upper center, casting long, golden rays across the sky and the terrain. The hills are covered in lush green grass, with some darker patches of shrubbery. A paved road winds through the lower right portion of the frame, curving into the distance. The overall atmosphere is warm and serene, with the golden light of the setting sun illuminating the entire scene.

Bright & Illuminating

Introduction

Reflections, established in 1992, is Derbyshire's largest-circulation, targeted lifestyle magazine. It is delivered free through around 20,000 letterboxes throughout Chesterfield, Dronfield, Matlock, Bakewell, Wirksworth and surrounding areas. It is also available from over 100 key outlets throughout the area.

Editorial Focus

Reflections' editorial focuses on local features written by our skilled, county-loving writers on a variety of subjects including local history and local personalities, the work of artists, photographers and artisans, walks, dining out, competitions and a comprehensive 'What's On' guide. We firmly believe that Reflections is the local magazine people most like to read. Indeed, we have proof in the shape of aficionados who are proud to say that they have accumulated a library of editions since it began in 1992!

Reflections offers you integrated marketing opportunities, see page 10



Advertising

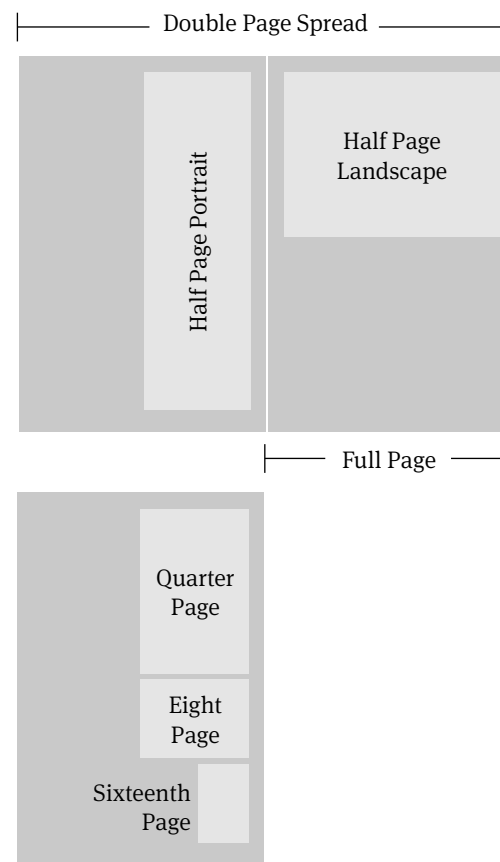
*As a small, independent publisher we believe in offering a **personal**, no-pressure service to our customers. We do not believe in selling 'white space' in offering a true marketing service which has worked for our advertisers for a quarter of a century.*

Print Rate Card

Based on 19,000 circulation.

Number of insertions per annum/
cost per insertion (excl. VAT).

4-Colour	1x	3x	6x	9x	12x
Double Page Spread	1000	980	960	940	920
Full page	625	600	575	550	525
Half Page	350	325	300	280	265
Quarter Page	195	170	160	150	140
Eight Page	100	90	85	80	75
Sixteenth Page	60	55	50	45	40





Get Yourself
Noticed



*Stand
Out*

Design

*Our designers are fully qualified and have long-standing **commercial experience** in the advertising and graphic design sectors. They understand customers' needs and are always happy to discuss their requirements with them. They are able to interpret sales messages into advertisements that have the power to persuade.*

Creative Service

Great design grows business. It helps you stand out, draws the eye of your customers and shapes brand perceptions. It calls for clear understanding, creative thinking and talented graphic designers who love the power of strong creative design. We will help you to evolve your brand and grow your business by delivering bespoke design that engages your audience and promotes your product or service with maximum impact.

Our skill and creativity in designed communication will create a uniqueness that makes you truly stand out from your competition. We provide real impact for you and your business, enhancing your results.

Every one of our clients can benefit from outstanding design solutions that speak volumes, inspire and motivate, turning advertisements into sales.

See examples of advertorials and adverts opposite

Bathroom Bliss!

In Reflections April 2007

To advertise call 01206 370041

Visit our website at www.reflections-magazine.com

36 Reflections/April 2007

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

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www.towerheating.co.uk Email: info@towerheating.co.uk

Source: <http://www.bls.gov>

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Distribution

Our approach to distribution is unique and we believe it puts us head and shoulders above all our competitors.

We have used the tax-banding system developed by central and local authorities.

Target Audience

This means we reach readers who inhabit homes from the D-H tax bands, from moderate value to the highest-possible priced - even Chatsworth House receives one! In addition, Reflections is available from over 100 key outlets throughout the area - tourist information offices, libraries, etc – and by postal subscription.

The magazine is also accessible to view online, and, with over 10,000 hits per month, every advertising message is digitally reinforced to compliment the impact of the printed version.



Postcodes & Bands

Coding	Districts	Totals	D	E	F	G	H
DE4 2	Darley Dale inc. Stanton in Peak, Rowsley, Heeley, Elton, Pikewell	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, Hatherdsage, 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	2015	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, North 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	Holymooreside 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	-	-	-	-	-
TOTALS		19112	8168	4957	2364	1596	127

*Subscriptions, newsagents and other key outlets

On the Web

Digital

In this digital age, more and more people are turning to the internet and social media for their information.

Website & Social Media



Not only are Reflections' readers able to access the full digital issue each month for free but we also provide blogs, daily 'What's On' and picture updates and online competitions. Readers can

access more features online including back issues of Reflections and exclusive online content. Each year our online presence is growing and more people are choosing to join us online each month.

Our online presence attracts readers outside the county and far beyond!

Testimonials

What our advertisers say...

"We have used Reflections magazine as an advertising vehicle ever since we opened our unique and original jewellery shop some 5 years ago. We have found that the advertising within our favourite publication always provides extremely favourable response levels. The staff are most obliging, ever willing to take relevant photographs and offer the time necessary to produce stunning designs."

Laura Jo, owner of Adorn Jewellers

"I have used Reflections magazine to promote T Nutt & Sons for over 15 years. The dedication of all the staff, and their genial and affable nature is most praiseworthy. I continually recommend this excellently-produced publication to business associates and colleagues."

David Nutt, Managing Director, T Nutt & Sons

"I only use one magazine locally, in which to advertise my business. The sales approach at Reflections magazine is completely non-pressure, with the emphasis on providing a genuine service; they do not sell white space; they provide a holistic marketing service. The staff care whole-heartedly and passionately about my business, and this reflects in the superb feedback, which I receive from my adverts."

Tony Astle, owner of Express Movers

"Both my predecessor and I have been totally committed to marketing within Reflections magazine. Whenever we require professional photographs and journalistic input the staff are only too happy to oblige, and the standard of their work is excellent. We take the back page every month without fail, and the response levels are very good."

Helen Dimmick, Managing Director, Green + Benz

"I use Reflections magazine to promote my business, because I am always confident that the message which I am trying to convey will be effectively translated into an advert or advertorial. I can provide the staff at Reflections with the basic ingredients, and they will articulately and creatively 'bake the cake!'"

Paul Willis, Ferndale House Dental Practice

"We use Reflections magazine every month to promote our business. The targeted distribution, the exemplary personal service, the excellent response levels and the conscientious nature of the staff are instrumental in this decision."

Jane and Nick Hill, owners of Scenic Flooring

"Reflections magazine is our preferred choice for advertising locally. With the quality of our advertising significantly dependent on photographic content, we believe that the service we receive from this excellent publication, both from a photographic and creative standpoint is second to none. It's nice to deal with a company, which is prepared to 'go the extra mile'"

Dave and Suzanne Stone, Dave Stone Design

"I am an advertising agency for numerous clients in the Chesterfield area. Most of these clients have committed to regular advertising within Reflections magazine. Their choice has normally been determined by a number of important factors, such as the finely-tuned distribution, the quality of editorial content, the unrivalled personal service, the meticulous attention to detail and the superb response levels. I enjoy dealing with this company, as they are service orientated, and will push the boundaries to ensure that their clients receive the best possible chance of success from their advertising campaigns."

Sean Gallagher, owner of Gallagher Design

"I view my long and harmonious relationship with Reflections magazine as a partnership. We work together to ensure that Stoneacre receives the best possible response levels from its marketing campaigns. The standard of editorial within this publication is first class; the historical and contemporary features, complemented by superb professional photography ensure that the magazine is reader-friendly and well received. The distribution mirrors our target market, and with nearly 20,000 copies delivered every month, we always feel confident that the response levels match our expectations."

Cyrus Hulme, Marketing Manager, Stoneacre



Contact Details

Advertising

Mike Snow
Sales Manager
T: 01246 550488
E: mikes@bannisterpublications.co.uk

Editorial

Barrie Farnsworth
Editor
T: 01246 550488
E: barrief@bannisterpublications.co.uk

Accounts & Distribution

Jenny Kelly
Accountant
T: 01246 550488
E: jennyk@bannisterpublications.co.uk

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Bannister Publications Ltd,
118 Saltergate, Chesterfield, Derbyshire, S40 1NG