

latest 7

advertising rates

- **latest 7** is the Number One free weekly magazine for Sussex.
- It is full colour, free and available at newsagents, estate agents and over 1,000 outlets throughout the south.
- Pick up a free copy from supermarkets, newsagents, estate agents, theatres, cinemas, banks & building societies, hotels, recruitment agencies, cafés, restaurants, bars, clubs, pubs, petrol stations, garden centres, railway stations, Brighton & Sussex Universities, Churchill Square, the Holmbush shopping centre & many other retail outlets.
- Packed with interesting and stylish editorial, food & drink, fashion, music, beauty, sport, theatre, film, motoring, celebrity news and our 8 page TV guide. **latest 7** has an extensive jobs section and comes with **Latest Homes**, the weekly property sales and lettings magazine, and offers advertisers that extended cross-over readership.
- Extremely competitive rates.
- We can offer friendly advice on new business launches and special advertising campaigns. Ask about our calendar of forthcoming features.
- **latest 7** can offer creative services to advertisers at very competitive prices. Call us for details.
- **latest 7** cover and feature packages are available. For details and availability please call.
- Research shows that over 100,000 people across Sussex, London and the South read **latest 7** every week.

latest wave

- **wave** is a monthly section that mixes mind, body and soul coverage with ethical, health and environmental issues to create an entertaining and informative read.

Sales contact details

Telephone 01273 818150

Advertising Director Lynne Edwards

Sales Executive Natasha Prochaski

Email natasha@thelatest.co.uk

Extension 105

"**latest 7** has enabled us to promote our various Jazz & live Music events to a large demographic reach. Our website has additionally received an increase in traffic as a result. This has worked well for us."

Jake Kempston, Koba

"Sawadee has been with **latest 7** from the start – more than seven years, growing together! We like to advertise in **latest 7** because the magazine is lively and appeals to our customers. The advertising rates are affordable, and the people behind the magazine are genuinely interested in life in the City (and beyond!) and supportive of their advertisers."

Sawadee Restaurant

"Everybody reads **latest 7** which is why I chose to advertise my business with them. This has been invaluable and the service I receive from the sales team has been unbeatable. I have appreciated their support since opening the salon and will continue to use them indefinitely."

Sonal Shah, Beautique Brighton

"Our job adverts in **latest 7** get a good response and the employers are always pleased with the calibre of applicants. **latest 7** makes us look great!"

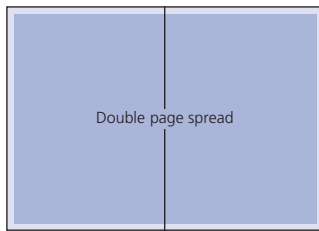
Luke Hay, Wired Sussex

"We are very pleased with the level of professionalism regularly received by The Latest for all our Marketing Campaigns. The magazine is easily Brighton's best read publication, with a full array of interesting columns, entertainment listings and respected reviews offering great exposure for any business. We will certainly be continuing this beneficial and productive relationship with them."

Carla ter Maat,

Sales & Marketing Manager, Drakes Hotel

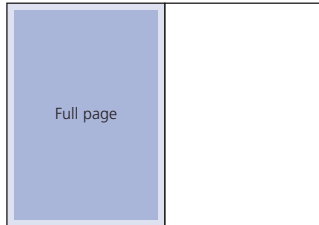




All dimensions
width mm x height mm

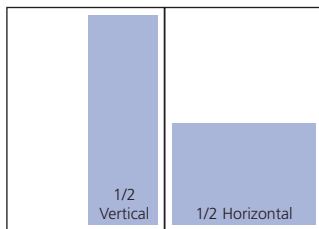
Double page spread

Bleed 426mm x 303mm
Trim 420mm x 297mm
Type 400mm x 273.5mm



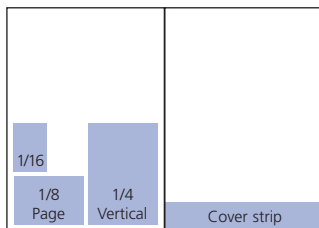
Full page

Bleed 216mm x 303mm
Trim 210mm x 297mm
Type 190mm x 273.5mm



Half page sizes

1/2 Horizontal 190mm x 134mm
1/2 Vertical 92mm x 273.5mm



Miscellaneous advert sizes

1/4 Vertical 92mm x 134mm
1/8 92mm x 64mm
1/16 44mm x 64mm
Cover Strip 210mm x 35mm
(inc Bleed) 216mm x 38mm

Advertising rates

| Size | Price |
|--------------------------|-------|
| Inside front | £750 |
| Advertising feature from | £600 |
| Full page | £500 |
| Half page vertical | £300 |
| Half page horizontal | £300 |
| Cover strip | £200 |
| Quarter page vertical | £175 |

Listing Display Adverts

From £20 per week. Minimum of 4 issues.

Latest Hot List

£10 per week per entry. Minimum of 6 issues.

Loose Inserts

Loose inserts are available from £25 per thousand (min 5,000).

Special Positions & Series Discounts

Talk to our sales staff about special positions and series discounts.

All prices subject to VAT and payment in advance

Artwork information

Camera-ready ads should be supplied digitally in one of the following formats: JPEG, TIFF, EPS or press PDF with all fonts embedded and spot colours converted into CMYK.

Adverts may be supplied as QuarkXpress 4/5/6 files providing all fonts and images are supplied.

Images should be no less than 300dpi at print dimensions and CMYK.

We can accept artwork via email and CD-R, preferably in Apple Macintosh format.

Any artwork supplied incorrectly may incur additional costs.

Advert copy to be set, can be supplied by email as a single Microsoft Word document with images or logos as separate JPEG attachments.

Publication is weekly on every Tuesday. The deadline for bookings is 10 days prior to the publishing date.

Amendments

Once copy has been received this will be deemed to be the final and complete information. Alterations to copy will be accepted at our discretion.

Cancellation

You may be liable for payment in full for any adverts cancelled, or for which copy has not been received within seven days prior to the publication date.

Production contact details

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