

EAST ANGLIA'S LEADING INDEPENDENT LIFESTYLE MAGAZINE



BOUNCE



MEDIA PACK 2019

FREE TO PICK UP / OVER 50,000 READERS / EXCLUSIVE CELEBRITY INTERVIEWS
REGULAR FEATURES / LOCAL CONTRIBUTORS / MONTHLY DISTRIBUTION
ONLINE ADVERTISING / EDITORIALS / REVIEWS / COMPETITIONS / RECIPES



WHY CHOOSE BOUNCE? THE FACTS



Winners of The Independent Association of Magazine Publishers Award for 'Best Magazine Design' and 'Best Magazine Design'.

Founded by National Award Winning Businesswoman Rachel Ducker

Sister company of Award Winning Apparition Marketing & Design

- ✓ **Printed Copies:** 15,000 +
- ✓ **Readership:** 50,000 +
- ✓ **Why we are different:** Exclusive Celebrity Covers and Interviews
- ✓ **Size:** A5 - Handy to pop in your pocket or handbag
- ✓ **Frequency:** Monthly
- ✓ **Online Readership:** Unlimited (plus website advertising)
- ✓ **Mass Pick Up Point Stands:** Available from selected Tesco, Sainsburys and Waitrose supermarkets, as well as Marlow's, Palmers, Debenhams and The Apex.
- ✓ **Distribution Services:** Royal Mail, Self Select and Local Parcel Network
- ✓ **Also available from:** Local businesses, salons, bars, public waiting, areas, cafés and eateries.



OUR MISSION

Here we are in our 7th year of publishing. We are always looking to improve our services to benefit advertisers and readers, by producing a magazine that gives you everything you need in one go.

Our aim is to provide local companies the opportunity to **grow** and **enhance** their business without stretching the budget. You can advertise from just £13.75 plus vat - you don't find that in many high quality glossy publications that reach over 50,000 readers offline and thousands online!

Bounce targets a variety of readers with a **broad age range** and with mixed interests.

From our lifestyle topics to hotel and food reviews, free recipes and competitions, we like to think we will tick all the boxes. We want our publication to be **local, current, friendly** and **personal**.

Oh, and did we mention, we are the only magazine in the local area with exclusive celebrity interviews carried out by our team on

a monthly basis - ensuring our magazine has unique content every month.

Advertising in a local glossy will not only increase brand awareness but will also encourage new customers to your business.

We have done everything possible to make your advertising cost-effective. You can view our rate card on page 11.

Bounce is distributed to local businesses including superstores, public areas and retail outlets. We are available in the top supermarkets as well as Waitrose home delivery.

It is hard to go out in the local area without spotting an issue of Bounce! Want to join us on our journey? Get in touch today for your exclusive introductory discount!

Rachel Ducker

RACHEL DUCKER
Editor

If you would like to advertise in **Bounce** please contact us on the details opposite:

✉ hello@bouncemagazine.co.uk
📍 www.bouncemagazine.co.uk
☎ 07590 124227





WE ASKED OUR READERS THE RESEARCH

Hands down, Bounce Magazine is on top as one of the areas most read free to pick up magazines.

We surveyed readers to find out why this is and what they think of our magazine. Here's what we discovered:

- ✓ *90% of readers who pick up free magazines keep the magazine for 2-3 months*
- ✓ *An average of 80% of readers re-read free to pick up magazines 2 times over*
- ✓ *57% of those surveyed throw away door dropped magazines within the first week of receiving them*
- ✓ *Those that pick up a magazine would spend 2-3 hours reading a magazine of 40 pages or more*



BOUNCE ONLINE

Our editions are free to view online as soon as the magazine goes to print. Your advert will be included in this version free of charge. There are also online advertising opportunities available.





WHAT PEOPLE SAY ABOUT BOUNCE



Edward Burgess
Timber Windows

Bounce Magazine has become a very well established local publication. It has certainly got a buzz about it. We have been very happy with the outcome of our advertising.



Paddy Bishopp
Paddy & Scotts Coffee

I think Bounce Magazine is a really great concept. I love the look and feel of it. In fact, I cannot wait to read the next issue. We are more than happy to support this fine local publication.



Mark Murphy
BBC Radio Suffolk

I love the look of Bounce Magazine and I hope it becomes a huge success. I'm really chuffed to be included and I look forward to reading many more editions.



Angela Wybrew
Angela Fashions

I think you have done very well starting up a publication in this climate. It is a great way to bring a community together. I am looking forward to many more editions.



BOUNCE CELEBRATES NATIONAL AWARD RECOGNITION BY DAVE GOODERHAM

Rachel Ducker has spoken of her delight after her independent lifestyle magazine Bounce landed a top prize in the recent Association of Independent Magazine Publishers.

Rachel, who lives near Halesworth, said: "I am very proud that an independent title made in Suffolk can be recognised on a national level in this way.

"It's a signal that Bounce is heading in the right direction and that we are doing a good job."

Speaking after the lavish ceremony in Birmingham, Rachel, who also owns Apparition Marketing and Design, added: "The Association of Independent Magazine Publishers was set up to support independent magazines such as Bounce, and it has been a privilege to be not only shortlisted, but to walk away with an award.

"It was a great occasion and fantastic to be in a room with such like-minded people. I would like to thank everyone who has supported and read the magazine since it started."

FEATURES LIST 2019

Please note our planned features are subject to change, if you have a particular interest in one of our features please get in touch.

JANUARY



New Year Edition featuring:

Health & detox feature, retail sale promotions, 2019 - plan ahead!

FEBRUARY



Valentines Edition featuring:

Romantic suggestions, eating out, NEW: mother & baby feature

MARCH



Wedding Edition featuring:

Planning & preparation, the perfect dress, venue ideas, plus Mothers Day.

APRIL



Property Edition featuring:

Interior advice, buying or selling, move or improve, homes & gardens, Easter.

MAY



Pre-Summer Edition featuring:

Newmarket Nights, outdoor adventures, festival countdown, summer fashion.

JUNE



Food & Drink Edition featuring:

Eating in/eating out, grow your own, local food producers, Fathers Day.

JULY



Schools Out Edition featuring:

Kids summer holiday feature, activity ideas, Latitude build up, summer holiday feature.

AUGUST



The Latitude Edition featuring:

Review from the festival, back to school feature, autumn fashions.

SEPTEMBER



Interior Edition featuring:

Interior advice, gifts for the home, weddings, late summer garden advice.

OCTOBER



Halloween Edition featuring:

Events listings, party ideas, autumn fashion, winter warmers, Bounce 4th Birthday.

NOVEMBER



Pre-Christmas Edition featuring:

Bonfire Night, Christmas promotions, gift guides.

DECEMBER



Christmas Edition featuring:

Festive feasts, seasonal style for you & your home, the gift of giving.

Each Edition of Bounce also includes...

EXCLUSIVE Celebrity Interviews, Recipes, Competitions, Action Man Challenges, Hotel and Food Reviews, Weddings, Over 40's Fashion - I'm not Old I'm Retro, Wine Facts, Music & Entertainment, Archie's Adventures, plus much more.



WHAT BOUNCE CAN OFFER YOU

We offer a vast range of services in Bounce Magazine. As we are completely independent if you have a suggestion that is not on our list below, we will see what we can do to create it! Get in touch today for your exclusive introductory discount!

- ✓ **Advertising:** Rates start from just **£27.50** plus VAT.
- ✓ **Artwork:** If you advertise with us a FREE artwork service can be provided.
- ✓ **Reviews:** We will visit your venue or event, with a professional photographer and we will write about our experience in return for attending.
- ✓ **Editorials:** If you provide us with approx. 200 words (per page) we can design you a unique editorial layout.
- ✓ **Website Advertising:** Monthly advertising online via our popular website.
- ✓ **Competitions:** If you have a product or event you would like to promote we can run this for you free of charge if it means our readers can be treated!
- ✓ **Leaflet Distribution:** We can insert your own leaflets into our magazines - see price list for details.
- ✓ **Recipe Pages:** If you work in the food industry we offer recipe pages at a discounted rate to help you promote them.
- ✓ **Product Placement:** If you advertise we will aim to include images of your products within features.

OUR RATES

ADVERT SIZES:

Full Page - 210mm x 145mm

Half Page - 105mm x 145mm

Quarter Page 105mm x 72.5mm

Please note a 3mm bleed is advised to be added to your artwork

	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
FULL PAGE	£180.00	£162.00	£135.00	£99.00
		Save 10% (£18.00 p/m)	Save 25% (£45.00 p/m)	Save 45% (£81.00 p/m)
HALF PAGE	£95.00	£85.50	£71.25	£52.25
		Save 10% (£9.50 p/m)	Save 25% (£23.75 p/m)	Save 45% (£42.75 p/m)
QUARTER PAGE	£50.00	£45.00	£37.50	£27.50
		Save 10% (£5.00 p/m)	Save 25% (£12.50 p/m)	Save 45% (£22.50 p/m)
CLASSIFIED	Sign up for 12 months for just £200 per year (one off)			
ONLINE	Website Advert Banner includes link to web £50 p/m	Social Media 2 posts on FB, TW, IN £25 p/m	Online Articles 2 articles written £75 p/m	
BACK PAGE, DOUBLE PAGE & PREMIUM PAGE RATES ARE AVAILABLE ON REQUEST				
Book now by calling 07590 124227 or Email hello@bouncemagazine.co.uk You can also book online! www.bouncemagazine.co.uk				

Please note prices exclude VAT and are quoted on a monthly basis. Payment is due once the magazine goes to print and must be paid within 14 days of the invoice. See terms and conditions via the website.



JUST FOR YOU FOR 2019 SPECIAL OFFER

Complete advertisers package

Our complete package takes away all the stress of advertising and gives you full promotion offline and online for a year!

This package includes:

- ✓ 1 full page of advertising for 12 months in print and online
- ✓ 2 printed articles per year
- ✓ 2 monthly social media posts on Facebook, Twitter and Instagram with links back to your own platforms to boost exposure

This is a truly comprehensive package, exclusive to our advertisers.

**1 YEAR OF THE ABOVE ALL FOR JUST
£150 p/m - now that's a deal!**





BOUNCE

8 MILES WARD COURT, HALESWORTH, SUFFOLK IP19 8AY

WWW.BOUNCEMAGAZINE.CO.UK

07590 124227

Company No. Registered In England & Wales 8280390

VAT 177 0047 14