

ABOUT **NICHE** Magazine

Niche Magazine is a free, quality, independent, definitive, business magazine with a hint of lifestyle that supports local businesses. Our bi-monthly publication covers a vast array of 'hot topics' that are currently of enormous interest as well as the latest news, fashion, food, culture and entertainment.

We are proud to provide a platform to showcase your business through marketing solutions, brand awareness and social media planning; creating engaging content for businesses across the East Midlands.

As a quality, independent publisher we are able to offer product placement, reviews, advertising and editorial to present to an audience of business professionals; raising businesses profiles with affordable and effective marketing methods.

Committed to supporting local businesses achieve their potential we present superior features from business to home and weddings and offer all businesses the opportunity to maximise on their investment by providing non-copy written content and advertising for your business to use again and again.

By advertising your business in Niche Magazine you will be seen by the right people and with the right design we will raise your profile and help support your brand. Read by influential professionals and decision makers we generate the interest and procure you a great return on your advertising.



We **back up**
Advertising
with a strong
social media
presence
to *help raise* your
business profile

NICHE Magazine AUDIENCE

Niche Magazine is available in print, online and via our app.

Niche Magazine isn't pushed through the doors of people who don't want it, Niche Magazine is picked up by people that want to read it.

We mail copies to an exclusive database of Leicestershire businesses.

Stocked at:

Sainsbury's

Oadby, Fosse Park, Market Harborough & Loughborough

Asda

Oadby & Thurmaston

Waitrose

Blaby & Lutterworth

Distributed through every dental practice in Leicester, shops, boutiques, beauticians, hairdressers, cafes, bars, restaurants, spas, hotels, gyms, health clubs, theatres, private hospitals, libraries, sports clubs, train waiting rooms, pubs, garden centre, sports and leisure facilities.

High volume points have special display units.

Readership: 57% male / 43% female

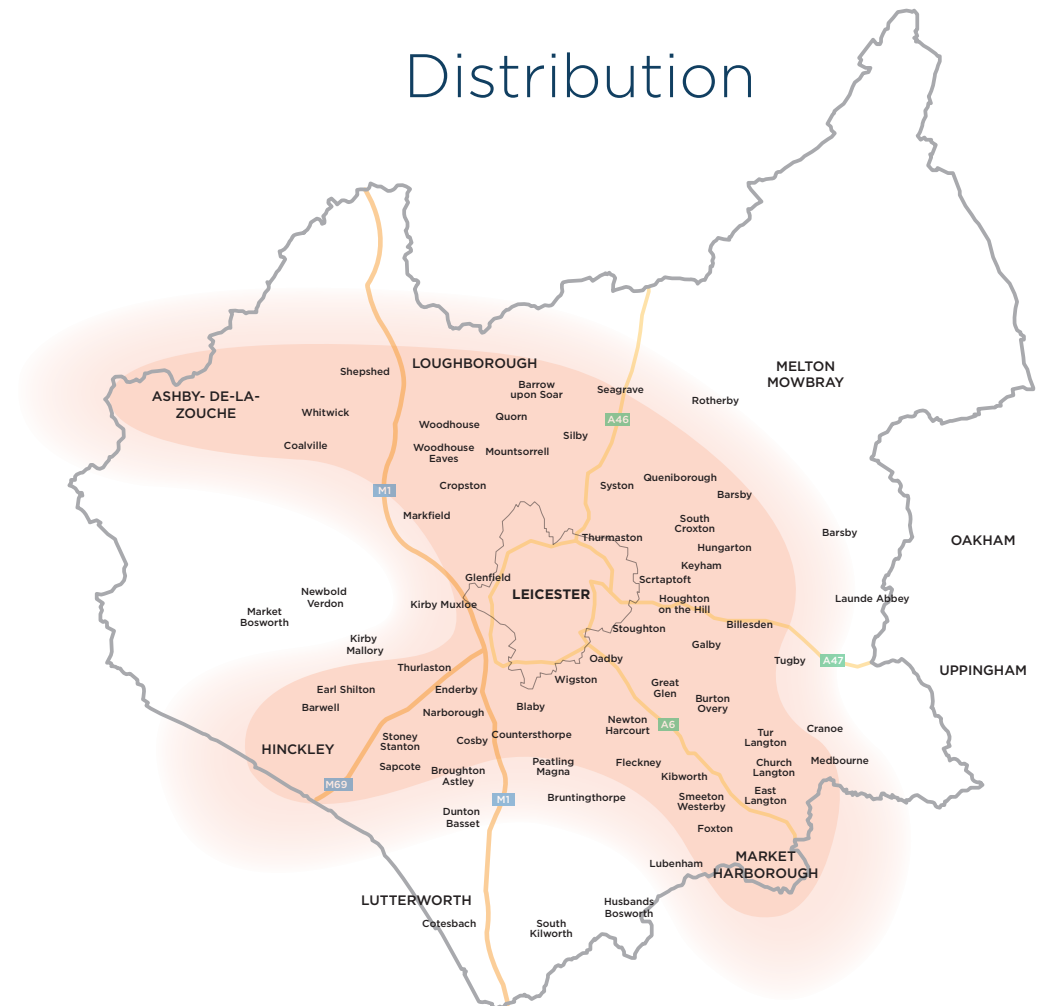
62% are age 25 - 44

100,000 readers from print

3,000 - 4,000 hits a week from online readers

2 million reach across social media per month

Distribution



Marketing Opportunities

Artwork

When submitting your artwork, please ensure it is in either a print-ready PDF, or a high-resolution jpeg or tiff file (minimum of 300dpi). A bleed of 3mm is required for all full page adverts.

Adverts must be received by the copy deadline date for the edition you would like your advert to appear in.

Free Advert Design

Alternatively, you can use our free in-house design service. We do not copywrite any of our work so it is yours to keep for future use.

Client must provide a high resolution logo and high resolution image/s and text copy. If you would like us to word your ad then please send a list of specific services you wish to advertise, anything else you would like to say and details such as contact addresses and numbers.

If you are supplying us with your own picture or logo it is worth checking that it will print clearly. As a typical monitor/screen displays at 72dpi (dots per inch) and commercial print is produced at 300dpi you will have to zoom in to 400% to check logo's and pictures. If at this level the logo appears distorted or pixelated you might want to consider supplying a higher resolution logo.

A low resolution proof will be supplied for approval and an opportunity to make any changes.

Advertising Rates 2018

Quarter Page 94 x 137mm £400 +vat	Third Page 190 x 90mm £400 +vat	Half Page 190 x 137mm £550 +vat
Full Page 210 x 297mm £1000 +vat	Double Page 420 x 297mm £1800 +vat	

Multi-issue bookings

We offer a generous discount for four or more consecutive bookings. Consecutive exposure generates more than 60% higher return on investment, than the average single booking.

NICHE Magazine FEATURES

Niche Magazine is packed with quality, informative features to maximise our reader's interaction and engagement with the businesses featured; regular features include Fashion, Business, Health, Food, Weddings, property, motoring and Charity and Care. In addition to our customary features, we also include seasonal and topical features throughout the 6 bi-monthly publications, providing an excellent showcase for your business alongside the 'rest of the best' in an appropriate and fitting category to optimise your business's impact.

With our vast experience of working with local business and an emphasis on supporting our local community, we are ideally placed to work in unison with you to meet your business's objectives in the context of the larger marketplace. Careful planning and execution is provided to identify and deliver the marketing strategy best suited to achieve your business goals, including expert advice and recommendations on the features which will optimise your advertising and/or editorial exposure to the RIGHT audience through Niche Magazine.

- Business
- Property
- Fashion
- Health & Beauty
- Wedding
- Food & Drink
- Sport
- Motoring
- Out & About
- Care & Charity



NICHE Magazine TESTIMONIALS

Working with Niche Magazine has given us the opportunity to venture in to markets that wouldn't have even been possible without their support. The publication provides an epicentre for a thriving business and lifestyle community, backed up with a comprehensive social media, events and networking program. MME are proud ambassadors for the Niche Business Awards and would encourage other businesses and organisations to get involved and #FindYourNiche.



Peter Simpson
Managing Director
Vitality by MME

We've chosen to work with Niche Magazine and Cross Productions now for a couple of years. The calibre and audience of the magazine fits with our target market and our requirements, and at the same time helps to nurture business relationships within the County of Leicestershire and beyond. The networking opportunities are superb, and full credit has to be given to Jenny Cross for her energy and inclusive nature. Her clients are important to her, and it shows.



Sturgess
of LEICESTER

Nichola Moore
Sturgess

Qdos Consulting are delighted to have been working with Cross Productions over the past year; As a result of our relationship, we have not only enjoyed increased brand recognition through the Niche Magazine and associated networking, but because they understand our business objectives, they have been able to introduce Qdos Consulting to businesses that value our services and equally, we have been introduced to businesses that have been able to support us in achieving our aims. We would encourage anyone that is considering working with Cross Productions to get involved and enjoy the success that comes as a result.



Toni Robinson
Director
QDos Consulting Ltd

Working with Niche Magazine has been great for ensuring that our clients get the best coverage possible across the city. They're very well connected and work hard to maintain these relationships, which have had a knock on effect for our own brand. We wouldn't hesitate to recommend others to work with them in the future.



Gabrielle Miller
Cool as Group

The Miller Partnership provide highly specialised taxation advice to the business advisory community. With traditional advertising offering the company no real route to market, Niche Magazine is forming a platform for a coterie of key local businesses to demonstrate their value both to each other and to an ever growing network of potential commercial colleagues.

When looking to work and to network (something many dread), discovering new contacts and allies, it always helps to talk to dynamic and enthusiastic advocates in their own field. Jenny epitomises this spirit, raising brand awareness with a smile, and taking the 'work' out of networking - in a pair of killer heels!



Tracey Miller
The Miller Partnership



Recognising talented Leicestershire businesses and individuals, Niche Magazine hosts an annual celebration of the local business community in the form of 'Niche Business Awards'.

Companies will have the chance to be nominated throughout the year and to be featured in Niche Magazine during the run up to the glittering awards ceremony in September.

Celebrating Leicester's professional achievements and rapidly expanding market with the Niche Business Awards will put your brand on the business map and help to open doors to exciting future opportunities.

Nominations are open to everyone and 14 different categories will consist of Leicestershire based companies that stand out from the crowd. Shortlists, finalists and winners are independently adjudicated and rewarded by our carefully selected panels.

There are many ways to get involved from category sponsorship to simply showing your support by attending or getting your nominations in for the local businesses you feel deserve to be recognised and rewarded.

#NicheBizAwards

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#FindYourNiche