

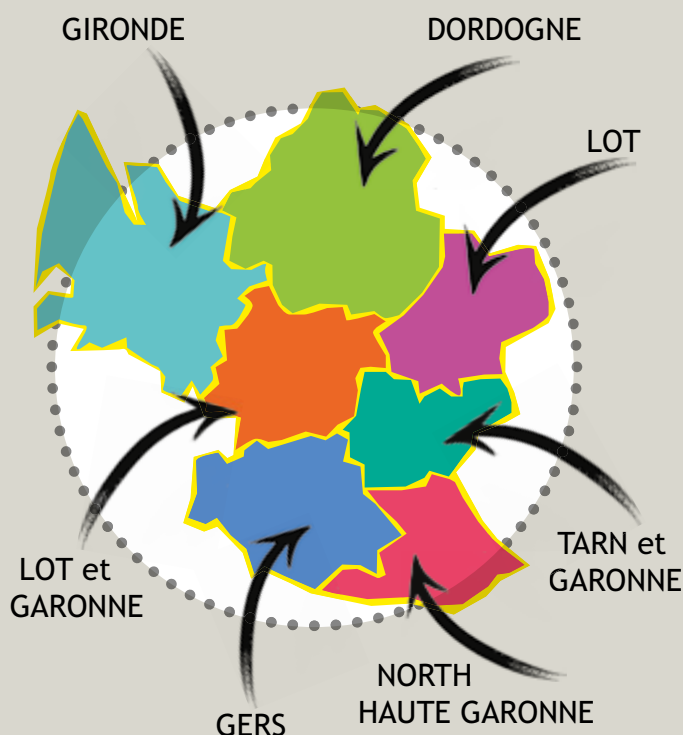


# The Local Buzz

## MEDIA PACK

A direct voice to those living, working or visiting the region.

The Local Buzz is an independent magazine and website dedicated to English speakers in Gironde, Dordogne, Gers, Lot et Garonne, Lot, Tarn et Garonne and north Haute Garonne.



# Welcome

The Local Buzz has been born from a passion for the region and a recognition of the need for a direct voice to those living, working or visiting the area. This is a passion not just for France but a passion based on a desire to understand and fully appreciate the area of France where we are. To live life to the full, to experience the best that South West France has to offer and to do so from a sound base of knowledge. Each member of The Local Buzz team remembers how they felt when they first moved here. There was no one single point where we could go for reliable, local information and events. Had The Local Buzz existed, we would have been fans for sure! Of course, we are not just focussed on new people to the area, we are determined to bring relevant information, fresh ideas and exciting features to all our readers and website visitors, regardless of how long they have been here.



## Who are our readers?



Mostly aged from 25 upwards, our readers are from around the world. They share the English language and their love of France and all things French. Equally, for some, they may be missing favourite items from their home country and need to know how best to obtain them on a local basis. From architecture and gastronomy through to sport and technology, they want to enhance their experience in this wonderful part of the world.

Our target readership is 150,000 English speakers to include those who live here, second home owners, visitors and those who are married to French nationals.

POPULATION AGE	MALE %			FEMALE %		
	<25	25-54	55+	<25	25-55	55+
DORDOGNE	6.1	18.6	23.4	5.5	21.8	24.7
LOT ET GARONNE	6.4	21.4	20.7	6.6	22.6	22.5
GIRONDE	7.4	27	13.9	7.8	28.6	15.3
GERS	6.3	17.9	23.5	5.9	19.9	26.5
LOT	5.4	17.5	24.8	5.6	20.1	26.6
TARN ET GARONNE	6.8	23	19.7	6.2	23.7	20.6
HAUTE GARONNE	8.1	26.6	13.5	8.6	28.2	14.9

\* INSEE 2014





We believe that no other local media offers our strength of marketing platform

## Why advertise with us?

The Local Buzz magazine and website can offer you an excellent return on your investment because our focus is on the entire region and lifestyle as a whole. We believe that no other local media offers our strength of marketing platform. Our lifestyle pages aim to expand our readers' horizons beyond their village or nearest large town, to the breadth of the region. Whether living, working or visiting, they will be able to find out who to call in our extensive Business Directory, decide where to go in our comprehensive What's On section, and find out what makes our region of France so special throughout the seasons.

### The Local Buzz Website

**www.thelocalbuzzmag.com** is updated daily and carries over 2,400 entries in the Business Directory plus all kinds of essential information, including a comprehensive What's On section and cinema listings. Reader offers, book reviews, relevant blogs and the option to read the magazine and back issues online complete the round up - for now. We are planning lots more to keep our readers coming back time and again. Advertising can appear across the site, on specific pages, in the Business Directory and/or in the What's On section.

### The Local Buzz Magazine

Like the website, the magazine is completely independent. Issued bi-monthly and combining authoritative, interesting editorial with top quality imagery, it is delivered free to over 600 distribution points to reach more than 70,000 English speakers in the region - and that does not include the many thousands of tourists and second home owners! Whether you are increasing your brand awareness or launching a new product, the Local Buzz will help you to build your reputation as well as your customers and sales. Both Display and Business Directory advertisements are available. Our target readership is 150,000 to include those who live here, second home owners, visitors and English speakers who are married to French nationals.

## How to Advertise

We offer a range of advertising packages to cater to all needs and budgets. Please take a look at our rate card and/or contact us to discuss your needs further. Email: [buzzing@thelocalbuzzmag.com](mailto:buzzing@thelocalbuzzmag.com)





# The Local Buzz



## R A T E C A R D

- All prices are in euros and exclude TVA at 20% where applicable.
- All prices are per insertion unless otherwise stated.
- We will be happy to recommend different or combined packages to suit your exact needs, please contact us at [buzzing@thelocalbuzzmag.com](mailto:buzzing@thelocalbuzzmag.com)

## The Local Buzz - Magazine

### Display Advertising

	2 MONTHS	6 MONTHS	12 MONTHS
	1 EDITION	3 EDITIONS	6 EDITIONS
<b>PRIME POSITIONS</b>			
INSIDE FRONT COVER	1155	982	924
INSIDE BACK COVER	1155	982	924
OUTSIDE BACK COVER	1260	1071	1008
<b>REGULAR POSITIONS</b>			
FULL PAGE	1050	893	840
HALF PAGE	750	638	600
QUARTER PAGE	450	383	360
EIGHTH PAGE	300	255	240
WINTER DISCOUNT (for all display adverts)	-7.5%		



## Display Advertisement Sizes

SIZE	WIDTH X HEIGHT
• FULL PAGE	190 mms X 277 mms
• HALF PAGE HORIZONTAL	190 mms X 136 mms
• HALF PAGE VERTICAL	93 mms X 277 mms
• QUARTER PAGE VERTICAL	90 mms X 136 mms
• QUARTER PAGE HORIZONTAL	190 mms X 66 mms
• EIGHTH PAGE HORIZONTAL	190 mms X 31 mms



## Business Directory Advertising

SIZE	2 MONTHS	6 MONTHS	12 MONTHS
All prices are in euros	<b>1 EDITION</b>	<b>3 EDITIONS</b>	<b>6 EDITIONS</b>
QUAD	250	170	160
DOUBLE	125	106	100
SINGLE	65	56	52

SIZE	WIDTH X HEIGHT
• QUAD VERTICAL	93 mms X 124 mms
• DOUBLE HORIZONTAL	93 mms X 60 mms
• SINGLE	44.5 mms X 60 mms

Multiples of single advertisements can be configured to suit your needs.

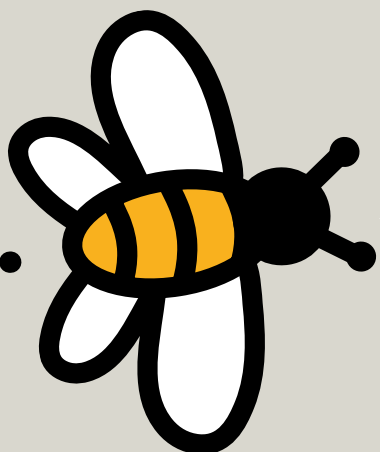
## Technical Spec

Please supply artwork in one of the following formats:

- PDF
- JPG
- EPS

All images need to be at 300dpi CMYK or vector files with all fonts outlined.





Who they  
gonna call? Make  
sure it is you!

## The Local Buzz - Website

**F**or maximum visibility to your target market we offer a range of Special Positions for complete brand awareness across the site.

People are looking at the Business Directory because they are searching for a specific type of service or product. By advertising in this section you will be making it very easy for them to find you. There are a number of advertising options to suit your specific needs. If you are promoting an event, our What's On pages are where you need to be to create a real buzz.

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- All prices are per insertion unless otherwise stated.
- We will be happy to recommend different or combined packages to suit your exact needs, please contact us at [buzzing@thelocalbuzzmag.com](mailto:buzzing@thelocalbuzzmag.com)

### Special Positions

**A**re you a market leader? These positions will make that abundantly clear by further enhancing your brand awareness and putting you in the No 1 spot.

#### THE BEES KNEES BANNER

Your banner will rotate around the site at the top of 10 pages which are selected at random and are dependent on space availability. This will give you thousands of page views, increased brand awareness and enable you to reach people wherever they may be on the site. You will also receive an Enhanced Entry in the Business Directory.

BANNER SIZE W X H	1 MONTH	6 MONTHS	12 MONTHS
1150px x 267px	300	260 per month	220 per month

## PAGE SPONSORSHIP

You will receive a banner heading, a skyscraper advertisement and a box entry at the bottom of the page of your choice. Your box entry will rotate around the site, giving you additional views and opening up potential new prospects. You will also receive an Enhanced Entry in the Business Directory.

SKYSCRAPER SIZE W X H	1 MONTH	6 MONTHS	12 MONTHS
300px x 600px	300	250 per month	200 per month

## Business Directory

### BUZZING ENTRY

Research has shown that your potential customers will contact the top three entries first. To make sure you are one of those top listings, a Buzzing Entry is the best option. Your entry will rotate at the top of the section above the Enhanced Entries in the Business Directory. You will receive a boxed entry with 280 character description, telephone number, image, a website link and a link to an additional A4 page of text with up to four more images. In addition, your logo and brief description will also buzz around the site in a square Buzz Box, with a link back to your Buzzing Entry.

IMAGE SIZE W X H	6 MONTHS	12 MONTHS
300px x 300px	115 per month	105 per month

### ENHANCED ENTRY

Stand out from the crowd with a bold text entry with 280 character description, a website link, telephone number and an image. Enhanced Entries rotate above the free entries and appear below the Buzzing Entries.

IMAGE SIZE W X H	1 YEAR	ANNUAL CONTRACT
300px x 300px	300 per year	30 per month on an annual contract

### FREE ENTRY

List your business as a standard entry with 280 character description and telephone number. All free listings rotate under the Enhanced Entries.

# What's On



Make sure your event is truly buzzing on our What's On pages.

## ENHANCED ENTRY

Ensure your prime position with a boxed, bold text entry with 280 character description, telephone number, a website link and an image. Enhanced Entries rotate above Free Listings.

IMAGE SIZE W X H	1 WEEK	1 MONTH	3 MONTHS
300px x 300px	30	75 per month	70 per month

## FREE LISTINGS

List your event with a standard entry with 280 character description and a website link.

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- All prices are per insertion unless otherwise stated.
- We will be happy to recommend different or combined packages to suit your exact needs, please contact us at [buzzing@thelocalbuzzmag.com](mailto:buzzing@thelocalbuzzmag.com)

Our target reach, across both platforms, is close to 150,000 readers.





# Advertising Copy Deadlines

ISSUE	DEADLINE
July/August	18 May
September/October	18 July
November/December	18 September
January/February	18 November
March/April	18 January
May/June issue	18 March

PROVISIONAL FEATURES SCHEDULE	
July/Aug	Night markets, Water babies, Outdoor dining
Sept/Oct	Garden spruce up, Autumn thoughts, Halloween
Nov/Dec	Winter warmers, Let's get festive, Christmas
Jan/Feb	New Year hobbies, Valentine, Garden rake-over
Mar/Apr	Spring has sprung, Easter fun, Chocolate
May/June	French traditions, Summer trends, On the rocks

The Local  
**Buzz**

