

hackneytoday

2017 Media Pack

More ways than ever to reach
over 250,000 residents and
businesses in Hackney

- Hackney Today newspaper
- Leaflet distribution
- www.hackney.gov.uk
- www.destinationhackney.co.uk



Hackney Today

Hackney Today is a free fortnightly publication produced by the London Borough of Hackney and the only local newspaper distributed across the whole of the borough.

100,000 copies are delivered to homes and businesses, and a further **8,000** are available from self-service points across the borough to cater for visitors and non-resident workers.

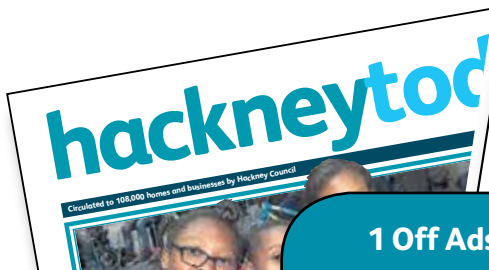
It is a 32 page full colour publication packed with useful and interesting information about what's happening in the community and the latest council initiatives. It is very well received by residents, with 71% confirming that they read it according to Ipsos Mori research.

Hackney Today has ABC certification which means that advertisers have the reassurance of knowing that their adverts will reach their target audience.

For those that prefer a digital format, Hackney Today is also available on the Council's website:

www.hackney.gov.uk/hackneytoday

100,000
copies of Hackney Today delivered to homes and businesses



	1 Off Ads	2-5 Ads	6 + Ads	Design
Back page	£2,306	£2,076	£1,968	£180
Full page W: 264mm H: 321mm	£2,030	£1,827	£1,735	£180
Half page W: 264mm H: 158.5mm	£1,105	£994	£945	£120
Quarter page W: 130mm H: 158.5mm	£656	£590	£561	£90
Eighth page W: 130mm H: 78mm	£328	£295	£280	£60
Front page banner	£350	£320	£300	£60
Statutory notices One size	£286 (inc VAT)	n/a	n/a	n/a
Verified door-to-door delivery of 91,665 copies per issue (ABC figure for Dec 2014 - Jan 2016)				

To advertise call: 020 8356 3275, or e-mail: htnews@hackney.gov.uk

Leaflet Distribution

Hackney Today is delivered to over 98,000 homes in the borough, and now you can have your flyers delivered with the paper at heavily discounted rates.

Prices start from as little as £35 per 1,000 and you have the flexibility of targeting a specific area or covering the whole of the borough.

This is an ideal way for you to promote special offers to your customers or just to remind them that you're there. We can also offer competitive rates on professional design and print for your flyers.



To book a distribution, or for more info, contact Carol Carter-Thomas on: 020 8356 3009, or e-mail: carol.carter-thomas@hackney.gov.uk

Online - www.hackney.gov.uk

Hackney Council has recently opened up its websites to a limited amount of advertising. Anyone advertising on the sites enjoys complete exclusivity on whichever page their advert is on, as we have restricted advertising to one fixed size advert per page.

Most advertisers on the website are globally recognised brands such as Amazon, Vodafone or British Gas, but a percentage of the website inventory is available to local businesses.

With over **1.1 million page impressions** per month, the main council website is an ideal place to raise your brand profile, or target services to your core audience.

Web advertising is charged at £20 per thousand times the advert appears (CPM) for segmented adverts, or £7.50 CPM for unsegmented adverts. Click through rates (CTR) for adverts on the Council's sites are five times higher than the industry average.



To book a web advertising campaign, or for more info contact Carol Carter-Thomas on: 020 8356 3009, or e-mail: carol.carter-thomas@hackney.gov.uk

Online - www.destinationhackney.co.uk

Destination Hackney is a showcase for everything that makes the borough such a unique and interesting place to live, work and visit.

It is a comprehensive guide for visitors, whether they are from another London borough, the rest of the UK, or abroad.

Destination Hackney also keeps residents up-to-date with all the exciting events that take place in Hackney on a daily basis, and helps promote local businesses and the borough economy.

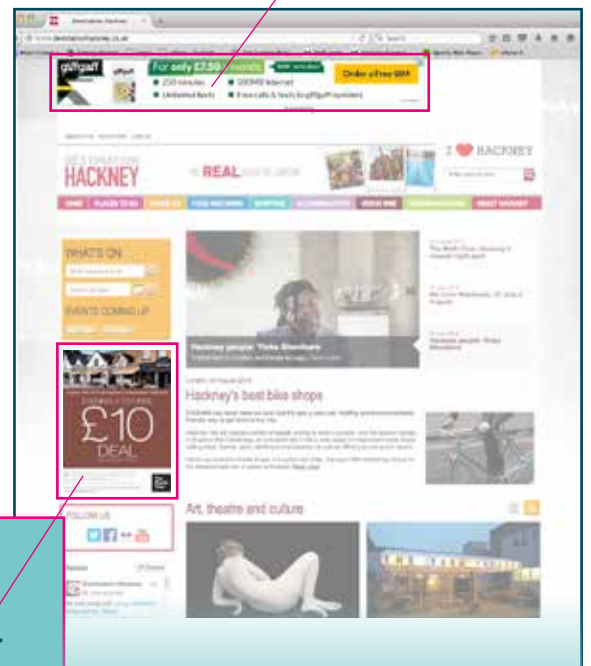
Advertising on the site is attractively priced, and artwork can be changed anytime at the advertiser's discretion to promote local deals and special offers.

The site receives about **15,000 unique visits a month and 50,000 page impressions**, and is boosted by support from its social media accounts; Twitter (@lovehackney) and Facebook (Destination Hackney).

Rates:

Leaderboard advert on home page
(728 pixels wide x 90 pixels high): £50 pcm

Leaderboard advert on home page



Skyscraper advert