

BIRMINGHAM POST

B The Essential Guide to **irmingham**



MEDIA

This Summer, the Birmingham Post are launching a brand new product aimed at people who shop and socialise in our great city - *The Essential Guide to Birmingham*.

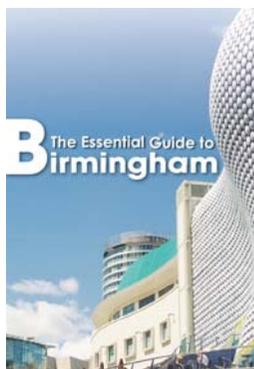
The A5 glossy guide has been designed to fit in with the profile of Birmingham Post readers, and will focus on the very best retail and entertainment establishments in the city centre. It will include details on where to eat, drink, shop and stay and incorporates a range of advertising opportunities.

12,000 copies of the guide will be printed and distributed inside the Post on Thursday 4th August 2011. An extra 8,000 copies will be distributed to advertising outlets across the city. It will also be uploaded onto birminghampost.net for 3 months.

The Birmingham Post reaches over 38,000 adults every week, and is proud to promote the very best retailers and entertainment establishments across the Midlands.

The Post has everything readers want in a weekly read – fantastic supplements and magazines including 'Post Life', the region's best business and economic news, and unrivalled coverage of arts and culture.

The *Essential Guide to Birmingham* will be a valuable addition to the Post; an excellent opportunity for you to promote your establishment to a local, affluent community.



Birmingham Post Circulation:

11,935 copies (an additional 8,000 copies of the Essential Guide to Birmingham will be printed)

Angela Banner

Birmingham Post

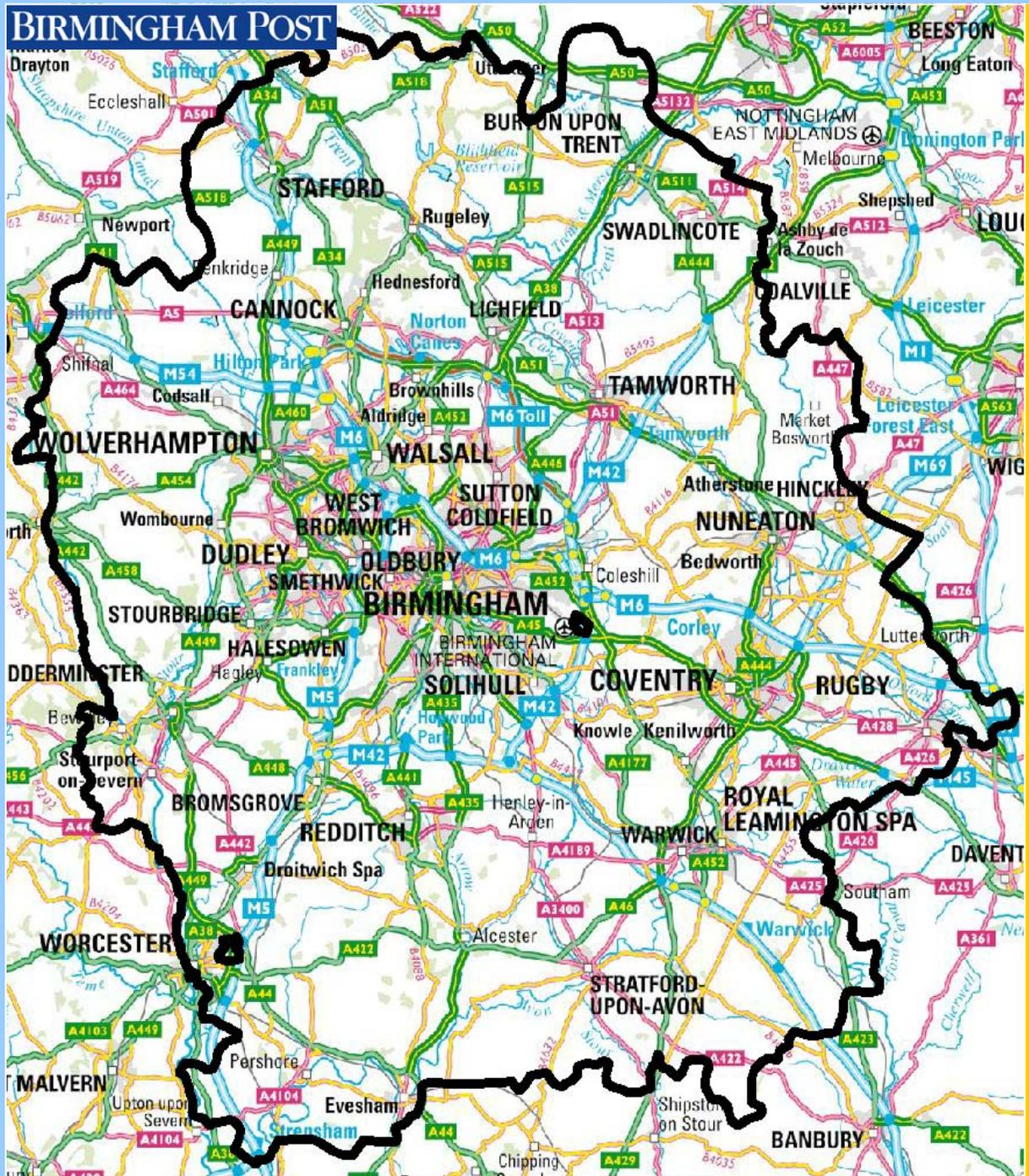
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BIRMINGHAM POST

Coverage Area



Price List

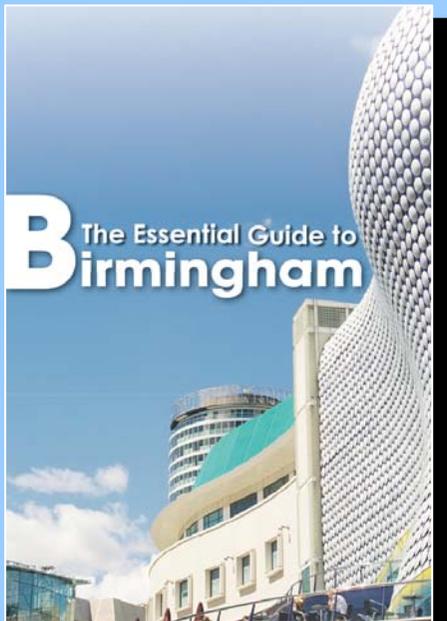
Single Booking

Double Page (180mm x 260mm)	£1000.00 + VAT
Full Page (180mm x 131mm)	£ 700.00 + VAT
Half Page (89mm x 131mm)	£ 450.00 + VAT
Quarter Page (89mm x 64mm)	£ 250.00 + VAT

Series Booking (price per ad)

Double Page (180mm x 260mm)	£ 850.00 + VAT
Full Page (180mm x 131mm)	£ 600.00 + VAT
Half Page (89mm x 131mm)	£ 400.00 + VAT
Quarter Page (89mm x 64mm)	£ 200.00 + VAT

Deadline for payment and copy – Thursday 21st July 2011



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