

This October, the Birmingham Post is publishing a brand new guide targeted at people planning their wedding -The Essential Guide to Your Wedding Day.

The A5 glossy guide has been designed to fit in with the profile of Birmingham Post readers and incorporates a range of advertising opportunities.

12,000 copies of the guide will be printed and distributed inside the Post on 20<sup>th</sup> October 2011. An extra 8,000 copies will be distributed to advertising outlets across the city and it will also be uploaded onto birminghampost.net.

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 Your Wedding Day will be a valuable addition to the Post; an excellent opportunity for you to promote your products and services to couples getting married in the region.





## Birmingham Post Circulation:

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

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**BIRMINGHAM POST** 

## Coverage Area



# Price List

### Single Booking

Double Page (180mm x 260mm)	£ 800.00+ VAT
Full Page (180mm x 131mm)	£ 500.00 + VAT
Half Page (89mm x 131mm)	£ 300.00 + VAT
Quarter Page (89mm x 64mm)	£ 160.00 + VAT
Eighth Page (44mm x 64mm)	£ 90.00 + VAT

Series Booking - price per ad (next edition March 2012)

Double Page (180mm x 260mm)	£ 720.00 + VAT
Full Page (180mm x 131mm)	£ 450.00 + VAT
Half Page (89mm x 131mm)	£ 270.00 + VAT
Quarter Page (89mm x 64mm)	£ 144.00 + VAT
Eighth Page (44mm x 64mm)	£81.00 + VAT

Booking Deadline – 5pm on Thursday 4<sup>th</sup> October

Deadline for payment & copy – 10am on Wednesday 5th October

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