

THE PROPERTY PAPER

MEDIA & ADVERTISING PACK

PRODUCED BY **wecanmedia**



Email : anna@wecanmedia.co.uk
Web: www.wecanmedia.co.uk

ABOUT US

OVERVIEW

THE PROPERTY PAPER is a Liverpool based property paper produced fortnightly targeting Supermarkets, Estate Agents and Local Businesses.

**FOR MORE INFORMATION
CALL 0151 558 0525
OR 07808 789 511**

THE OFFICE

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Email : anna@wecanmedia.co.uk
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DISTRIBUTION



THE PROPERTY PAPER IS A FREE BI-WEEKLY PROPERTY PAPER WITH A **READERSHIP OF OVER 70,000**

DELIVERING TO:

Aigburth

Aintree

Allerton

Anfield

Bootle

Calderstones

Childwall

Cressington

Crosby

Everton

Fazakerley

Kensington

Kirkby

Knotty Ash

Litherland

Liverpool City Centre

Lydiate

Maghull

Melling

Mossley Hill

Netherton

Old Swan

Orrell Park

Tuebrook

Walton

Waterloo

Wavertree

West Derby

Woolton



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STORE DISTRIBUTION

DISTRIBUTION LIST

We distribute to these stores in Liverpool

ASDA

TESCO

TESCO
METRO



Sainsbury's
LOCAL

MORRISONS

Sainsbury's

Somerfield

We also distribute to:
Newsagents, Cafés and Targeted Local Businesses

ARTWORK REQUIREMENTS

The Property Paper provide a high level of service and aim to ensure that your work is printed to the highest standard. To enable us to achieve this, please check that all files being sent to our editor meet the specifications detailed below. If you do have any questions, please feel free to contact us.

ARTWORK DIMENSIONS

Full page	W: 255mm x H: 340mm
Half page horizontal	W: 255mm x H: 170mm
Quarter page	W: 127mm x H: 170mm
Eighth page horizontal	W: 127mm x H: 78mm
Horizontal banner	W: 255mm x H: 55mm

HOW TO SUPPLY YOUR ARTWORK

By email to: design@wecanmedia.co.uk

ACCEPTED FORMATS

Preferred formats are .PDF .JPEG .TIFF .EPS and we also accept Photoshop and Illustrator files.

Colour images must be in CMYK mode ie. No RGB or LAB images.

All images must be minimum 300 dpi.

Vector artwork should be retained in vector format where possible. However, please convert text to outlines to avoid font problems with vector graphics.

COPY DEADLINES & PRODUCTION

- All art work is required on Thursday by 12pm. (Dates given on request)
- Published the following week.

RATES

RATES FOR INSERTION INTO THE PROPERTY PAPER

Rates per Insertion:	PER INSERTION
FULL PAGE COLOUR	£220
HALF PAGE COLOUR	£125
QUARTER PAGE COLOUR	£75
HORIZONTAL BANNER	£75
EIGHTH PAGE COLOUR	£45 (minimum 3 insertions)

SPECIAL POSITIONS (colour adverts)

FRONT COVER STRIP.....	£250
BACK COVER.....	£550

DESIGN & PRODUCTION CHARGES

ART WORK IF NOT USING UPLOADER.....	£40
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CANCELLATIONS

Please note that cancellations must be received in writing, 6 weeks prior to the date of publication.