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HEREFORDSHIRE & WORCESTERSHIRE TODAY



Media Pack 2025

Tel: 0191 5805472 / Email: a.smith@distinctivegroup.co.uk

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Publisher

Established in 2003, Distinctive Publishing, (now Distinctive Media Group Ltd), is a well established publisher of industry journals and industry specific publications.

Based in Newcastle upon Tyne for over 20 years, our organisation is well established within publishing; sharing exceptional links within the print, distribution and marketing industries throughout the UK. We represent some of the world's leading brands in terms of design and marketing, while producing and distributing some of the UK's most respected publications.

Our approach to quality and service are our main hallmarks and our reputation throughout the publishing fraternity is unsurpassed in respect of quality of product and client interaction.

We have an enviable history of fostering relationships that add long term value to client brands, while providing consultative excellence to advertisers that reflect and endorse the philosophy of their organisations; an approach that has proven to grow and enrich our clients growth aspirations.

Our Company representatives are some of the best trained within the industry, and our staff loyalty serves as a reminder that our team have an element of longevity and professionalism necessary to provide long term winning strategies for clients and partners alike.

Over
37,500
editorials

Over
1,600
Publications
Produced

Over
24,000
Advertisers

Approx
115,000
recipients of
Distinctive
publications
annually

85,000
profiled
social followers
and growing

Over
212,000
downloads

Over
2.8 million
page impressions

Herefordshire & Worcestershire Today

The Voice of Business in Herefordshire and Worcestershire

PUBLICATION OVERVIEW:

Herefordshire & Worcestershire Today is the region's new premier business-to-business magazine, dedicated to connecting, informing, and inspiring business professionals across Herefordshire and Worcestershire. Designed for decision-makers, entrepreneurs, and industry leaders, our publication delivers a comprehensive view of the local business landscape.

WHY ADVERTISE WITH US:

Boost your exposure across Herefordshire & Worcestershire.

TARGETED AUDIENCE

Reach business owners, executives, & professionals invested in the Herefordshire & Worcestershire economy.

TRUSTED PLATFORM

Position your brand alongside high-quality, relevant content

that resonates with the region's business community.

MULTI-CHANNEL REACH

Benefit from digital distribution along with website/social media platforms, maximising your visibility across all audiences.

SUPPLEMENTARY TOOLS

Additional advertiser only access to digital tools and services that drive your digital marketing to new heights.



Features List 2025

KEY FEATURES & HIGHLIGHTS

These stand out features are designed to support business professionals in every issue of our magazine.

EXCLUSIVE INTERVIEWS

In-depth conversations with influential business figures, innovators, and thought leaders shaping the future of the Herefordshire and Worcs area.

REGIONAL INSIGHTS

Timely summaries and analysis of economic trends, new developments, and key events for

local businesses.

SECTOR SPOTLIGHTS

Focused coverage on thriving industries, emerging sectors, and success stories from across the region.

BUSINESS RESOURCES

Practical advice, expert commentary, and essential information and resources tailored to empower business decision-makers and support growth.

NETWORKING OPPORTUNITIES

Highlights of upcoming business events, seminars and networking

opportunities.

MARKET UPDATES

Summaries of the latest developments, investments, and policy changes.

SUCCESS STORIES

Case studies showcasing local business achievements and insightful commentary from industry specialists and advisors.

EVENT CALENDAR

Listings and previews of business events, conferences, and industry gatherings, keeping you informed



Standard Advertising Rates

Outside Back Cover:	£2,100
Inside Front Cover:	£2,200
Inside Back Cover:	£1,900
Double Page Spread:	£2,300
Full Page:	£1,450
Half Page:	£895

Advertorial and sponsorship packages – price on application
All adverts are produced in full colour
Series Discounts available on request covering bookings for 2, 3 and 4 issues. Agency discount – 10%

All prices quoted are exclusive of VAT

Digital Marketing Package

Full page advert or editorial in the magazine - 4 issues per year

Full access to **Reveela.com** giving you self-managed:

- Social Media Management
- Digital PR Services
- SEO Content Optimisation

£1500
Or
£200 per month
(minimum 12 month contract)

REVEELA.COM

Be found online in the world of AI.

Reveela is where your leading industry counterparts go to market their brands across all digital platforms. Creating a digital footprint that drives traffic to product catagories for years to come.

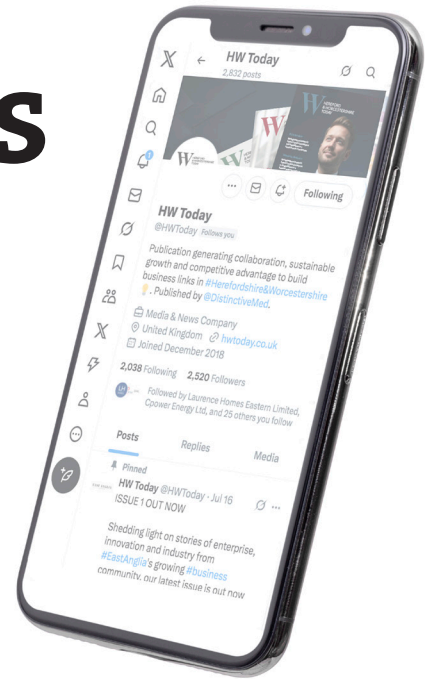
Reveela uses advanced proprietary AI to instantly match your content to relevant audiences, build online reputation and traffic from your targeted business community. We take the headache out of digital marketing for business leaders.

The mobile app for iOS and Android provides real-time news and analytics, making earned media and social marketing effortless.

www.reveela.com

All bookings include a digital link to your website from our **reveela** publication to encourage further audience traffic.

Digital Packages



Newsroom Package

Our on-line and social media option is our “Newsroom Package” for press releases, webinars, and case studies. The service consists of:

- Unlimited uploads to **hwtoday.co.uk** for 12 months
- Each article shared 3 times over a month across our social media channels
- Analytics reporting included for each article

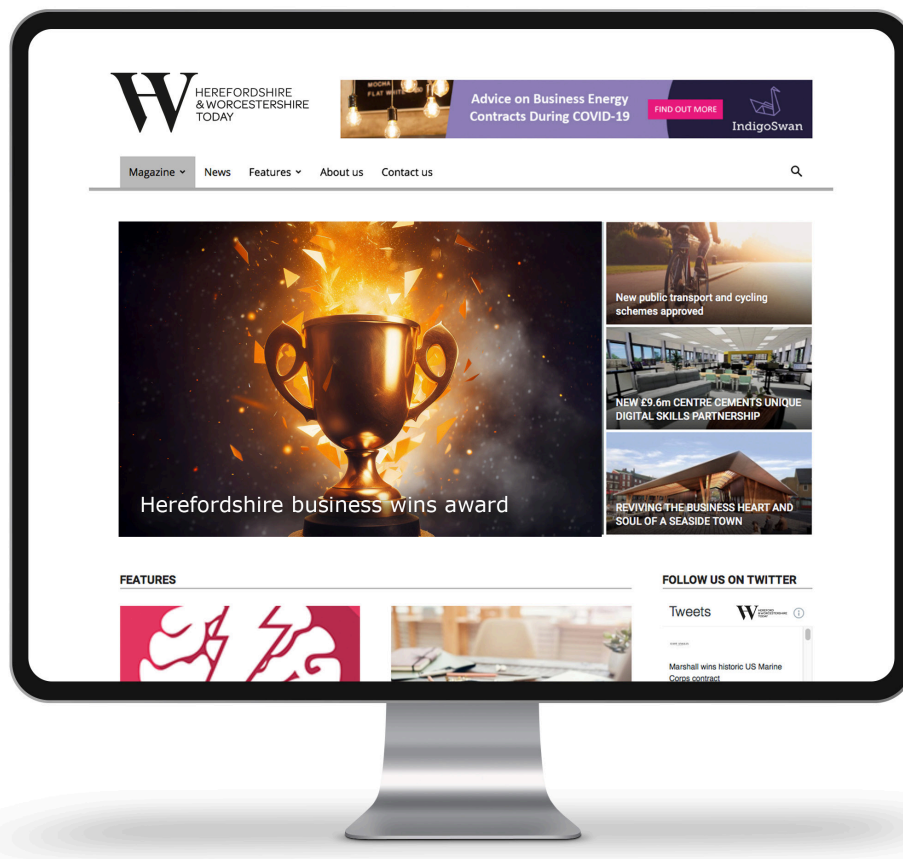
12 Month Package **£760**

Digital Package for Customer Announcements/Product Launches

- Editorial feature on your products and/or services on **hwtoday.co.uk**
- One month of analytics reporting included for the article
- Featured on the home page of **hwtoday.co.uk** – one of the top three articles
- Shared 6 times on our social media channels – one month campaign (3 times per social feed)

Package is **£500**

All prices quoted are exclusive of VAT



Digital Packages

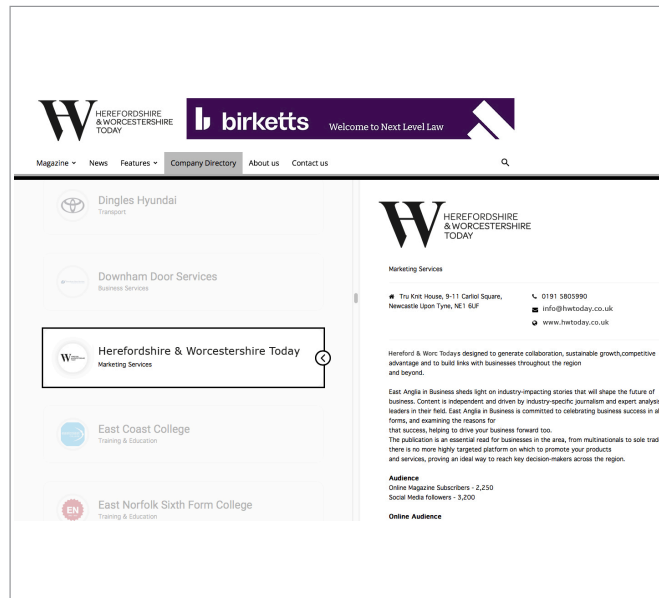
Feature Sponsorship

This exclusive opportunity for companies to become the sole sponsor of one of our key categories within the features section on the website.

- Web banner on feature page
- Upload unlimited articles to the sponsored category
- Selected social media promotion of key articles max 4 per month
- Banner analytics supplied every quarter of your campaign

3 months **£760**
6 months **£1140**
12 months **£1520**

Company Database



Your company will be listed for 12 months on our searchable industry database providing unrivalled opportunities for new buyers & suppliers

Price is: **£275** for 12 month listing

eNews Sponsorship

We offer the opportunity to be the exclusive sponsor of our monthly eNews bulletin

(Banners can be different) Linked to your website / landing page

The sponsorship includes:

- Solus Sponsorship
- Two banners - top and bottom

- 45-word sponsor message

Price is: **£510** per eNews

Eshot

- Dedicated eshot about your product/services written by yourselves, sent out to our subscribers

- Analytics report supplied following eshot mailing

From **£660**

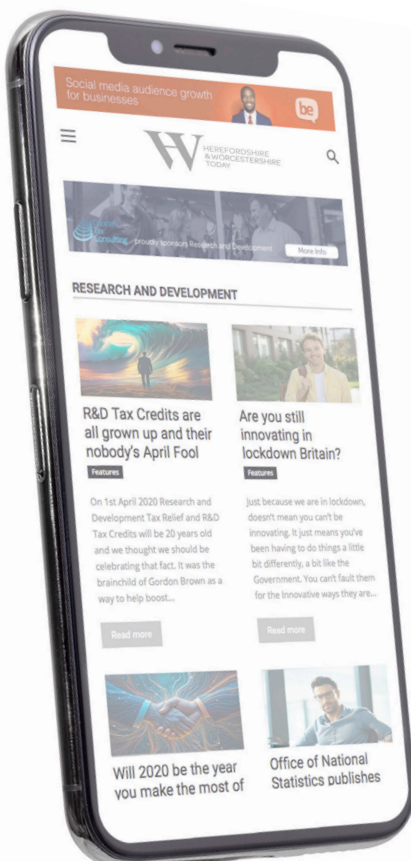
Event promotion package (Webinar/show/launch)

- Web banner on Herefordshire & Worcestershire Today website **hwtoday.co.uk** for 2 weeks
- Dedicated e-shot about your event
- News article about event on website

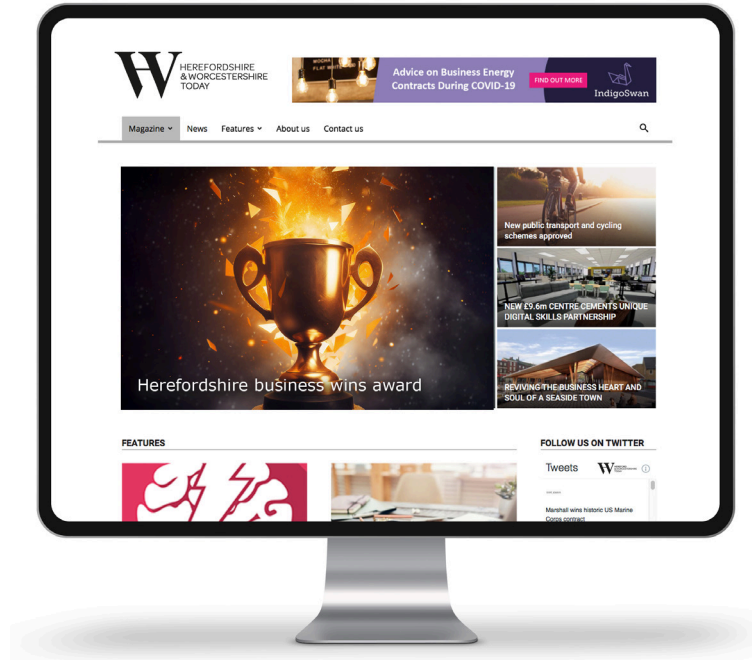
- Promotion of event to magazine's social media channels during the week leading up to event (posted 3 times on both platforms)

From **£1010**

All prices quoted are exclusive of VAT



Digital Packages



Website Banners

The Herefordshire & Worcestershire Today website offers a range of banner advertising options at cost-effective prices.

With an average of 1000+ website views weekly, our web banners help businesses build brand recognition, promote their products & services and effectively target your key audience.

LeaderBoard Banner

£710 per month*

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 720px wide x 90px deep
- If animated no longer than 4 seconds

Skyscraper MPU Banner

£600 per month*

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 300px wide x 600px deep
- If animated no longer than 4 seconds

Square MPU Banner

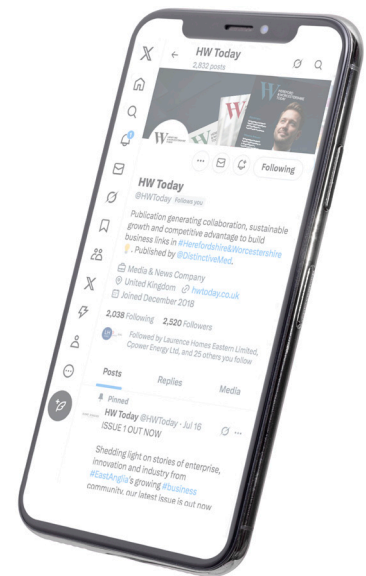
£435 per month*

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 300px wide x 300px deep
- If animated no longer than 4 seconds

Homepage Banner

£435 per month*

- Visible on Homepage
- Shared Position – Maximum Two Customers
- Full Reporting
- Size - 720px wide x 90px deep
- If animated no longer than 4 seconds



Feature Category Sponsorship

£435 per month*

- Exclusive sole sponsor of the category
- Three Months Minimum
- Full Reporting
- Size - 970px wide X 200px deep
- Can Be Animated

***Discounts available for multiple months**

Specifications

MECHANICAL DATA:

Full Page Trim Size:
297mm x 210mm

Type Area:
275mm x 182mm

Bleed:
303mm x 216mm

Half Page Horizontal:
117mm x 170mm

Double Page Spread:
297mm x 420mm (trim area)

275mm x 394mm (type area)

303mm x 426mm (bleed)

SUPPLIED ARTWORK:

Advertisers supplying complete artwork should supply in the following formats:

Files can be supplied as a high resolution PDF. All fonts should be embedded or sent as outlines.

We also accept photoshop files at 300dpi and CMYK.

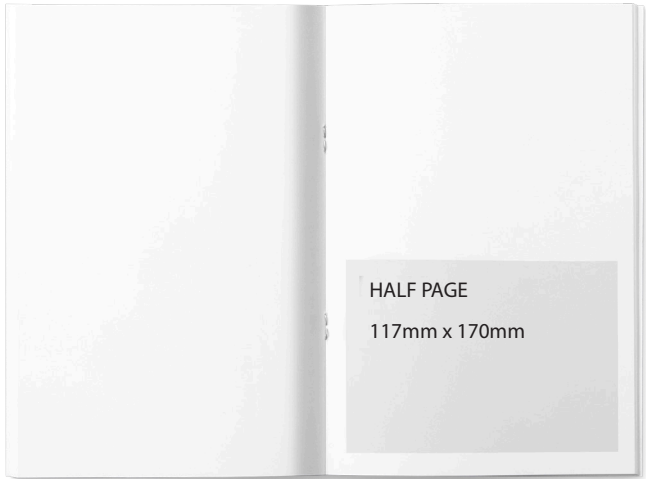
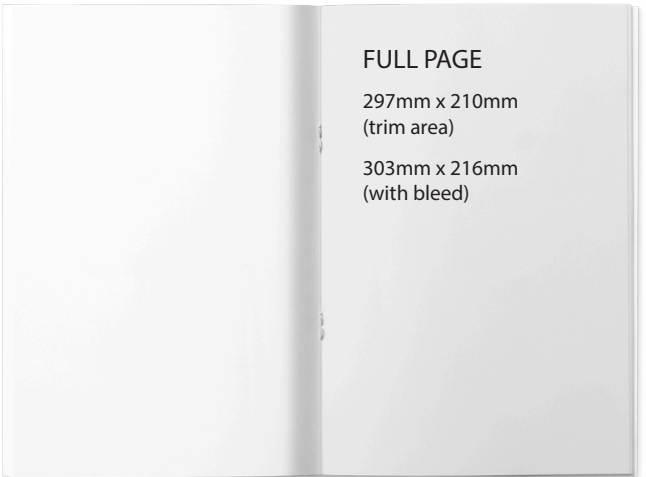
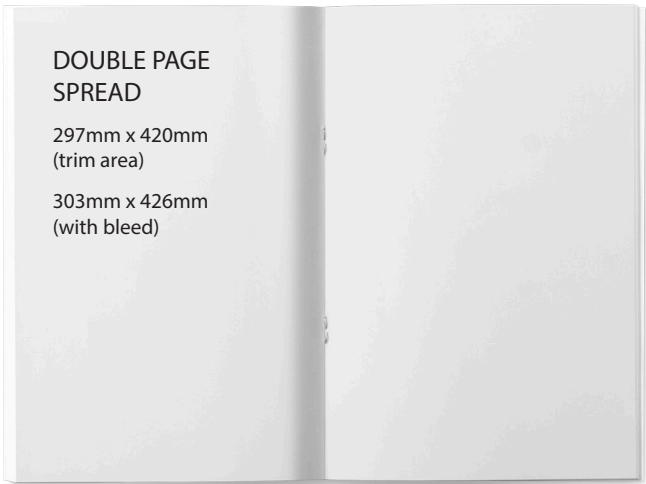
Images in Word, Excel or Powerpoint cannot be used for this publication.

SUPPLIED COPY:

Text should be supplied as a text document. Please provide high resolution (at least 300dpi) logos and images with captions.

Artwork can be sent via email to:

production@distinctivegroup.co.uk





PLEASE CONTACT

Angie Smith

Partnership Manager
Distinctive Media Group Ltd

Tel: **0191 5805472**

a.smith@distinctivegroup.co.uk

Distinctive Media Group Ltd, 3rd Floor,
Tru Knit House, 9-11 Carlisle Square
Newcastle Upon Tyne NE1 6UF

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TODAY