

StreetsAHEAD  
**Media Pack**



For more information visit [www.streetsaheadmag.co.uk](http://www.streetsaheadmag.co.uk)

## Advertising Data

Streets Ahead is a unique lifestyle magazine available in both print and online, allowing readers maximum access to the publication. It also provides advertisers with an unrivalled marketing platform that can be used in a very effective manner.

A unique size, improved content as well as a strong online presence helps access quality conscious consumers with disposable income.

### Key points

- 33,000 glossy issues distributed to Exclusive AB demographic
- Bespoke content and advertising opportunities
- Excellent customer referrals
- Strong online activity
- Eye catching tabloid size
- High quality print and production

## Being Number One

Streets Ahead was started in 1996 by independent marketing professionals who understood the requirements of a good media platform and saw a gap in the market for a quality regional magazine with national access.

There are plenty of rival media, from the expensive television and radio to regional newspapers, each with their own key selling points, but we are confident that no other media has the regional brand forming and cost effective delivery of a premium magazine.

### Other 'Lifestyle Magazines'

There are many regional publications that claim to be lifestyle magazines, when in fact many are nothing more than advertising pamphlets. At Streets Ahead we actually care about the quality of what we produce. The sloppy presentation and cost cutting production of some rival magazines annoys us and we are determined to provide a product loved by both readers and advertisers. Our intention is to be different from the competition and offer better production and content than even the market leading magazine. We strive to differentiate Streets Ahead from the 'lifestyle' crowd and show our commitment to be the most progressive and style conscious media platform available.

Of course there are other good quality print media for niche markets; however, no other title offers the combination of both premium quality and mass market appeal of Streets Ahead Magazine. We are now established as the media of choice for stylish and forward thinking brands looking to reach discerning consumers.

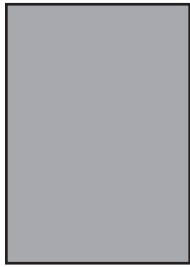
## Distribution

Streets Ahead is monthly giving a shelf life to advertisers of over 4 weeks and is distributed to 30,000 AB households in the more affluent areas of the West Midlands. A further 3,000 copies are distributed to leading venues in the same geographical area where they can be read by large amounts of our target audience. Unlike many other magazines, our quality ensures that Streets Ahead remains long after distribution and you will see past copies gracing the receptions and coffee tables of discerning homes and businesses.

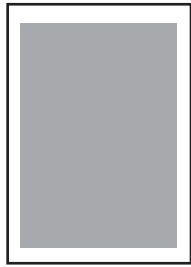
The magazine is also widely read online, particularly with our more youthful and techno readers. Participation shows that Streets Ahead Magazine online is read across the world.

Postcode	Area	Distribution
<b>Sutton Coldfield</b>		
B72-1	Wylde Green	500
B73-5	Boldmere	500
B73-6	Wyndley Pool	500
B74-2	Streetly/Four Oaks	1000
B74-3	Little Aston	1000
B74-4	Little Aston	1000
B75-5	Little Sutton	1000
B75-6	Whitehouse Common	300
B75-7	Sutton Coldfield	1400
B76-1	Walmley	1000
B76-9	Wishaw	500
<b>Lichfield &amp; Tamworth</b>		
WS14-9	Lichfield (Whittington)	3500
WS13-8	Lichfield (Curborough)	1500
B79-9	Tamworth (Edingale)	600
B78-3	Tamworth (Hints)	1500
B77-1	Tamworth (Dosthill)	1000
B78-2	Kingsbury/Middleton	400
B79-0	Shuttington	400
<b>Aldridge</b>		
WS9-0	Aldridge	1000
WS9-8/9	Aldridge	230
WS5-3	Gillity Vilage	2500
<b>Cannock</b>		
WS6-6	Cheslyn Hay	120
WS6-7	Great Wyrley	550
WS11-1	Cannock	1000
WS11-7	Cannock	800
WS12-2	Wimblebury	100
WS12-3	Heath Hayes	600
WS7-9	Burntwood	500
<b>Birmingham City Centre</b>		
B1-1/2/3	Birmingham	1500
<b>Harborne &amp; Edgbaston</b>		
B17-9	Harborne	800
B13-8	Moseley/Edgbaston	700
B15-3	Edgbaston	2000
<b>Multi point drops</b>		<b>3000</b>
Restaurants/Health Clubs/ Golf Clubs		
Supermarkets		
<b>TOTAL</b>		<b>33000</b>

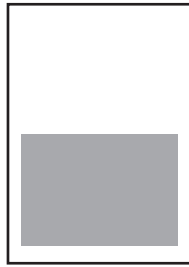
## Advertising Space



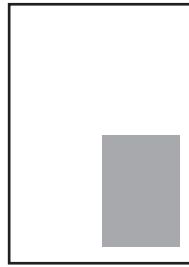
Full page with bleed  
346mm(h) x 246mm(w)



Full page without bleed  
300mm(h) x 210mm(w)



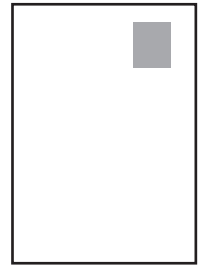
Half page horizontal  
148mm(h) x 210mm(w)



Quarter page  
148mm(h) x 103mm(w)



Eighth page  
72mm(h) x 103mm(w)



Classified  
60mm(h) x 50mm(w)

## Display Rates (excl. VAT)

Insertions	1	3	6	9	12
Back cover	£1,800.00	£1,530.00	£1,350.00	£1,170.00	£990.00
Other covers	£1,500.00	£1,275.00	£1,125.00	£975.00	£825.00
DPS Page	£2,400.00	£2,040.00	£1,800.00	£1,560.00	£1,320.00
Full Page	£1,200.00	£1,020.00	£900.00	£780.00	£660.00
Half Page	£800.00	£680.00	£600.00	£520.00	£440.00
Quarter Page	£450.00	£382.50	£337.50	£292.50	£247.50
1/3 Page Feature	£200.00	£170.00	£150.00	£130.00	£110.00
Classified	£90.00	£76.50	£67.50	£58.50	£49.50

Streets Ahead also offer sponsorship and leaflet insert opportunities  
Please call for details

## Contract Publishing

Let us use our expertise in producing Streets Ahead magazine to create quality publications on your behalf.

Call us on 0121 323 3248 to discuss your requirements further.