

MEDIA PACK



Our Readers

Streets Ahead Magazine has one goal - to bring pleasure to our readers.

We don't believe age should dictate enjoyment so whether you're 18 or 80, as long as you have a sense of humour and an interest in popular culture, we hope you'll find something you like in Streets Ahead. Our readers choose to read us in print and online because they love our content, and that's why we love them back. From Chief Executives of multi national companies to stay at home mums, Streets Ahead appeals across the board.

Streets Ahead is for anyone interested in fashion, culture, sports, beauty, health and culture, home & interiors and design and appeals in the main to savvy 18-50 year olds. Our content is engaging, relevant, funny and intelligent and engages our readers because they are equally as interesting. They have a high standard of living with lots of disposable income that like to purchase quality goods and enjoy their lives to the full.

If our readers sound like your target audience, Streets Ahead Magazine is a powerful tool to convey key information about products and services in the right editorial environment to a public with high disposable income.

Mission Statement

The publications we produce have a responsibility to amuse, entertain, inform and educate our readers.

We shall work hard to ensure that the work we produce is to the highest standards and that our magazines are working towards becoming market leaders in their own particular area.

The work we produce shall be creative and individual.

We understand that our readers and advertisers are of equal importance and we shall strive to ensure that both parties are satisfied with the service we provide and the dedication we show to them.

We will always look to grow and extend our brand and improve the services we provide.

We shall never forget the responsibility we have to our advertisers and readers and will always look to be an active a part of the community in which we distribute.

We are aware that it is important for us to give something back to everyone that makes our company a success.

Why Choose Streets Ahead

Streets Ahead is committed to being the best quality media in the markets place. We aim to provide an unrivalled service to our readers and advertisers and deliver them a magazine that they deserve.

We will always try to give enough content to appeal to the maximum amount of readers as possible who have a sense of humour and a passion for the better things in life. We know our readers extremely well and Streets Ahead content is designed to reflect this. Our reader dresses well, spends money on themselves and their homes and likes to go out to eat, drink and be entertained and these are the consumers that you probably want to attract to your business.

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 and we have active reader groups including ex pats in Spain and the Middle East.

Streets Ahead began life in early 2006 and has been growing ever since – and not only in size and pagination. Our aim is to look beyond traditional advertising and instead build strong relationships with our clients and assist them in formulating integrated marketing campaigns. We pride ourselves on providing a personal and honest service and on going that little further to get our communication looking its best and in the right place. We won't place your adverts in a double page of other ads and will strive to ensure that it is displayed in editorial content that is relevant to your business. That's a promise.

Our features are modern and relevant and include: local news, events, music, culture, fashion, beauty, home & garden, property, gadgets, motoring, events, social pages, education plus competitions, puzzles and horoscopes. We are market leaders with our fashion features and our photo shoots are of a consistently high quality and enable local clothing outlets to feature their products in a creative and exclusive manner.

Streets Ahead is produced by marketing professionals who understand the marketplace and the strategies required to appeal modern consumer. While some competitor magazines are constantly chasing advertising revenues, often at the expense of content, we do not hold with this approach to regional press. The last thing we want is for Streets Ahead to be boring for our readers and we are confident our editorial / advertising mix is just right.

Our production quality reflects your brand! Streets Ahead uses premium paper and our covers are fully laminated on a quality bond. Our print quality means no smudges, out of focus artwork or poor production quality and advertisements are all in full colour in the most suitable editorial environment.

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.

Modeling Opportunities

Regional Fashion with a national feel

Streets Ahead is built on a strong foundation of its Fashion content. Unlike other regional magazines we have a strong believe in not only featuring the latest catwalk creations from across the world but also the clothing on sale in our readers local High Street.

As such we are almost unique in the extent to which we discover local modeling talent. Each month our shoots allow aspiring and part time models to gain valuable portfolio experience. We also assist in placing these models for commercial work.

Models that have started their modeling with us have used their portfolios to gain contracts with commercial modeling Agencies throughout the country.

If you are a model, amateur or professional, looking for work or an organisation looking to source models for photo shoots and commercial modeling work, contact us at: models@streetsaheadmag.co.uk

Photography

Photographic Services

Streets Ahead fashion photographers are available for commercial and portrait work along with modeling portfolio shoots. Why not use our creative flair and attention to detail to ensure your photographs are both eye catching and something special.

Events photography with our Paparazzi

Our paparazzi are able to attend your special events and promotions. We will provide you with coverage in the magazine as well as a CD of images for your use. Prices vary but are very cost effective.

For further information on how our photographers can help you please email photos@streetsaheadmag.co.uk

Distribution

Postcode	Area	Distribution
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Sutton Coldfield

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

Lichfield & Tamworth

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

Aldridge

WS9-0	Aldridge	1000
WS9-8/9	Aldridge	230
WS5-3	Gillity Vilage	2500

Cannock

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

Birmingham City Centre

B1-1/2/3	Birmingham	1500
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Harborne & Edgbaston

B17-9	Harborne	800
B13-8	Moseley/Edgbaston	700
B15-3	Edgbaston	2000

Multi point drops		3000
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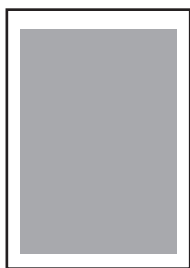
Restaurants/Health Clubs/ Golf Clubs
Supermarkets

TOTAL		33000
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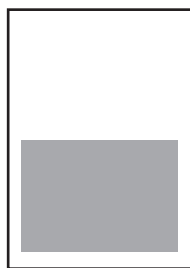
Advertising Space



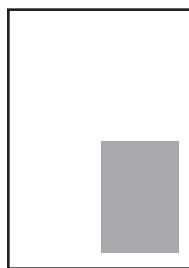
Full page with bleed
346mm(h) x 246mm(w)



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



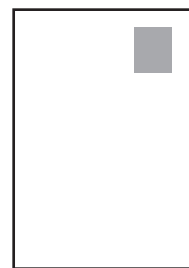
Half page horizontal
148mm(h) x 210mm(w)



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.