

THE WESTMINSTER REPORTER

Promote your product or service to the 240,000 people who live in the City of Westminster by advertising in the Westminster Reporter. It's published five times a year and includes news and information about local services, national issues, events and offers.

- Circulation of 121,000 copies direct mailed by Royal Mail to every household in Westminster.
- Published by Westminster City Council.
- 4,000 distributed in libraries, leisure centres, day centres and other targeted locations city-wide.
- Westminster's best source of information for residents – more people read The Westminster Reporter than Westminster's local papers combined.

We know that Westminster Reporter works.

It's read by:

- 75,000 ABC1 residents
- 30,000 parents
- 15,000 16- to 24-year-olds
- 75,000 car owners
- 65,000 25- to 44-year-olds



Please call Claire Appleby on **020 7641 3388** or email **cappleby@westminster.gov.uk** for further information or to book.

Rates

Series discounts available upon request

	Rate
Inside back cover	£2,500
Outside back cover	£2,750
Inside front cover	£2,500
Full page run of press	£2,000
Half page run of press	£1,250
Quarter page run of press	£700

Artwork specifications

Space	Dimensions
Full page	210mm x 265 mm (+ 3mm bleed)
Half page	196mm x 123mm (landscape) 95mm x 250mm (portrait)
Quarter page	95mm x 123mm (portrait)

Deadline

Publication month	Artwork deadline
February	Early December
April	Mid-March
June	Early-May
September	Mid-August
December	Early November

Artwork: Please submit as InDesign, Photoshop or Illustrator high resolution PDFs or EPS, TIFF or JPEG graphic files.

NB. Fonts should be converted to outline and artwork must have a 3mm bleed.

Images: must be of high resolution (300dpi+).

Colour: CMYK

Files: Please submit artwork to **cappleby@westminster.gov.uk** by email or online transfer