

Rate Card for Peakland Guardian
Magazine of the National Park Society, Friends of the Peak District

Rate Card (colour pages only)	No. of adverts available for each issue	1 issue	2 issues
Back page advertisement	1	£300	£500
Inside back page advertisement <i>The brackets show prices for half a page.</i>	1 (2 half pages)	£250 (£150)	£450 (£275)
Full page advertisement	1	£200	£350
Half page advertisement	2	£125	£200

Circulation: **1000** Friends (ABC1 50+) and Corporate supporters (local and regional) plus further readership via family members and friends in Sheffield, Peak District & surrounding areas;
500 distributed within the Peak District Tourist Information centres; bought by many visitors to the area;
400 distributed to self catering accommodation providers within the Peak District
500 sold / distributed at local shows and fetes over summer period.
Six months shelf life

Advertising: Maximum advertising impact for your company as adverts only take up 15% of the magazine.
 We only include one advertisement per business sector in each issue (i.e. one hotel, one attraction, one bookstore)
 Linking your name to a well-known and trusted charity brand within the local area.

Contact Lucy Stirling on 0114 266 5822 or email her at Lucy@friendsofthepeak.org.uk

Address: The Stables, 22a Endcliffe Crescent, Sheffield S10 3EF
 Registered Charity No. 1094975 ✦ Registered Company No. 4496754