

LOCAL, STYLISH AND ENTERTAINING

Quarterly editions
Spring, Summer, Autumn and Winter

REAL STORIES ABOUT THE BEST OF LOCAL LIFE IN
VAUXHALL, KENNINGTON, WATERLOO, BOROUGH, SOUTHBANK
ELEPHANT & CASTLE, BERMONDSEY, TOWER BRIDGE
ROTHERHITHE, CANADA WATER, ALDGATE, WAPPING

Lifestyle, business and local interest content delivered to people that live and work close to the heart of London's cultural and financial districts. Distribution spans from Vauxhall, just across the river from Tate Britain and the Houses of Parliament, along Southbank - home of the country's most prestigious theatres and galleries, to Tower Bridge and Rotherhithe with new distribution areas in Canada Water, Wapping and Aldgate.

Stylish design is combined with entertaining art, theatre, food & drink and property content unique to the local area. The River has a distinctly south/east London feel and is warmly regarded by its readers who enjoy the cafe culture and trattoria style that has made Southbank, Borough and Bermondsey so popular.

Published quarterly with each new season in Spring, Summer, Autumn and Winter the magazine provides a long exposure of all content.

READERSHIP PROFILE



ONLINE STATISTICS

Every edition is available in full online as a page-turning version optimised for all devices at www.therivermagazine.co.uk.

Each editorial has a dedicated web page with links and contact details for local events and businesses. Website content is well organised, easy to navigate and complimented with social media posts directing visitors to local trends and business partner pages.

With over 260 articles published online, *The River* site delivered 44,357 page impressions to 12,577 unique visitors in March 2016.

OUR CLIENTS INCLUDE

HOTELS & RESTAURANTS

London Bridge Hotel, Bermondsey Square Hotel, Citizen M, The Hide, Antico, The Baltic, Constancia, Flavours of Naples, eaTalia, Manze's, Olivelli, Tentazioni, Ticino, Studio6, B Street Deli, Lant Street Wine

PROPERTY

Williams Lynch, Berkeley Homes, Winkworth, Field & Sons, Daniel Cobb, Kalmars, Edwards, Caddington Blue, Think/All Stay, Atkinson McLeod, Garrett Whitelock, Crest Nicholson, McMahon & Partners

RETAIL AND LEISURE

Southbank Centre, BodyTonic Clinic, The Fitting Rooms, Bermondsey167, Shortwave Cinema, Susie Stone, Amanda Thompson Couture, Reebok Health Clubs, Southwark Cathedral, London Glassblowing, Advanced Dental, WCOne, Vitrine Gallery, Igloo Flowers, SE1 Dental, Carducci, Surrey Quays Shopping Centre, The Range, Totally Thames

EDUCATION

Birkbeck University, Bishop Challoner Schools, The Dominie, St Saviour's & St Olave's, Walworth Academy, Southwark Free School, Poetry School, Archbishop Tenison's School, Ark All Saints

Delivered to homes and businesses in the following postcodes: SE1, SE11, SE17, SE16, E1W, E1.



MEDIA OPPORTUNITIES

MAGAZINE

Launched in 2012 the magazine has a loyal readership and committed advertisers in a dynamic area of London.

EDITORIAL REVIEWS

We enjoy including and recommending local restaurants, bars, galleries, theatres to our readers. Editorial reviews can be arranged as part of a publicity mix.

FREE COPIES

Advertisers receive multiple voucher magazine copies with their advertisement. Those taking a full page or more receive up to 80 copies.



ONLINE

All editorials, features and reviews have unique pages online. Digital coverage can be independent of magazine inclusions and banner advertising is available on these web pages:

Prime page: Home page, which attracts 25% of all page impressions.

Regular pages: Editorial and main editions pages which achieve an equal share of 75% page impressions.

PRINT ADVERTISING RATES

Prices are shown in £ per each inclusion.

NEAD	EDITOPIC	Worne	/ CONTENTS
NEAR	EDITOR'S	VVORUS	CONTENTS

FRONT ROP	1 edition	* 2 editions	* 4 editions
Full page	650	575	425
Double page spread	1,150	975	720

IN FOOD & DRINK / STYLE & RETAIL / CULTURE / FOR THE SOUL

MIDDLE ROP	1 edition	* 2 editions	* 4 editions
Full page	550	485	360
Half page	350	310	230
Quarter page	225	200	150
Double page spread	885	785	580

IN PROPERTY

BACK ROP	1 edition	* 2 editions	* 4 editions
Full page	500	440	325
Half page	300	265	195
Quarter page	200	175	130
Double page spread	785	695	515

MATCHING EDITORIAL SPACE IS GIVEN IN THE FEATURE

FEATURES ROP	1 edition	* 2 editions	* 4 editions
Full page	650	575	425
Half page	400	355	295
Quarter page	250	220	185
Double page spread	1,150	975	720

SPECIAL POSITIONS	1 edition	* 2 editions	* 4 editions
Inside back cover	780	700	650
Inside front cover (page 2)	975	880	780
Inside front cover facing (page 3)	900	780	690
Back cover	1,975	1,350	1,250

ONLINE ADVERTISING RATES

Prices are shown in ε for the entire period.

HOME PAGE

(therivermagazine.co.uk)

7,500 page impressions per month (25% of total traffic)

	3 months	6 months	12 months
Leaderboard 728 x 90 (top)	150	270	n/a
3:1 Rectangle 300 x 100 (right top)	45	81	n/a
Rectangle 300 x 250	30	54	n/a
Net Board 580 x 400	75	135	n/a

BUNDLE OF 10 * SELECTED OTHER PAGES Individual editorial/article pages

25,000 page impressions per month (75% of total traffic)

	3 months	6 months	12 months
Leaderboard 728 x 90 (top)	180	324	612
3:1 Rectangle 300 x 100 (right top)	54	97.20	183.60
Rectangle 300 x 250	36	64.80	122.40
Net Board 580 x 400	90	162	306

PAYMENT TERMS AND METHODS

- * Payment for all inclusions: All advertising must be paid in advance of the publishing deadline.
- * Payment for discounted pages: Discounted prices for multiple editions are calculated based on full up front payment.
- * Part payments: Part payments can be arranged when taking out 4 inclusions (for 1 year) with a maximum of 3 payments, each being made prior to the first 3 inclusions.

For example,

4 * full page, single page price £550, discounted to £360 each by taking 4 Total price £1,440

Payment 1 @ £550, before publishing deadline of first inclusion

Payment 2 @ £485, before publishing deadline of second inclusion

Payment 3 @ £405, before publishing deadline of third inclusion

- * Guarantee of inclusion: Payment guarantees inclusion and secures special positions and editorial inclusions.
- * Further discounts: Booking 5 editions or more attracts the greatest discount, call o800 021 1484 to discuss getting the best price.

WAYS TO PAY

Payments can be made by

Bank transfer

Account Name: River Publishing House Use the invoice number

Sort code: 400621 **Account number:** 02429810

Visa/Debit cards using PayPal

Online at www.therivermagazine.co.uk/pay-an-invoice.html

Reference: Use the invoice number

We no longer accept cheques or cash.

MEDIA SPECIFICATIONS

PRINT

1/1: FULL PAGE 1/2: HORIZONTAL 1/2: VERTICAL 1/4: QUARTER

Full page	Half page	Half page	Quarter page
(bleed 3mm)	(horizontal)	(vertical)	(vertical)
216 x 303mm	194 x 138mm	95 x 280mm	95 x 138mm

Trimmed size 210 x 297mm

Type area 195 x 280mm

PRINT ARTWORK

Files should be supplied at 200 to 300 dpi in a PDF or TIFF format.

Advertising designs can be created by The River, with up to 3 iterations included free of charge. Additional concepts and iterations can be supplied at extra cost.

DIGITAL

728x90 300x250 300x100 580x400

Leaderboard Large Rectangle 3:1 Rectangle Net Board

DIGITAL ARTWORK

Banner Advert concepts and artwork can be created by *The River*, charges will apply.

Note for clients supplying their own artwork:

Animated (Flash swf, gif) and static banners should be provided at Google standard specifications.