

THE  
**RIVER**

RIVER PUBLISHING HOUSE LIMITED

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

 47% Female

 53% Male

 21% Homes with families

 62% Aged 30 to 45

 Average income over £ 74,530

 16,800 Residential Addresses

 850 Business Drops

27,520 Readers per edition

## ONLINE STATISTICS

Every edition is available in full online as a page-turning version optimised for all devices at [www.therivermagazine.co.uk](http://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, Constanica, 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.

### NEAR EDITOR'S WORDS / CONTENTS

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

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

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

### IN PROPERTY

	<b>1 edition</b>	<b>* 2 editions</b>	<b>* 4 editions</b>
<b>BACK ROP</b>			
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

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

	<b>1 edition</b>	<b>* 2 editions</b>	<b>* 4 editions</b>
<b>SPECIAL POSITIONS</b>			
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 £ for the entire period.

### HOME PAGE

(therivermagazine.co.uk)

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

	<b>3 months</b>	<b>6 months</b>	<b>12 months</b>
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)

	<b>3 months</b>	<b>6 months</b>	<b>12 months</b>
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 0800 021 1484 to discuss getting the best price.

### WAYS TO PAY

Payments can be made by

#### Bank transfer

**Account Name:** River Publishing House

**Reference:** 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](http://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

<b>Full page</b> (bleed 3mm) 216 x 303mm	<b>Half page</b> (horizontal) 194 x 138mm	<b>Half page</b> (vertical) 95 x 280mm	<b>Quarter page</b> (vertical) 95 x 138mm
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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.