

# cheers

IT'S ABOUT PUBS, PEOPLE, BEER - AND YOU!

Cheers is a free monthly publication and website dedicated to championing pubs, brewers and personalities.

Edited by award-winning beer writer, Alastair Gilmour, **Cheers entertains, informs and engages** with our readers, giving them an insight into what's happening in the industry and the region.

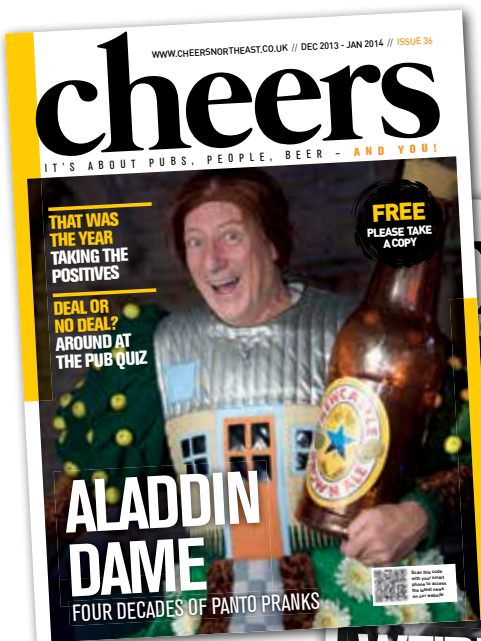
Each edition is packed with news, features, gossip, longer reads and trusted recommendations for drinks, pubs and breweries throughout the North East.

Our readers tell us that Cheers inspires them to get out to more pubs more often, and to sample a fuller range of ales, wines and spirits. With **10,000 copies** distributed free every month our advertisers tell us they know of no better way to reach their target audience.

Our commercial partners include Jarrow, Black Sheep, Hadrian Border Brewery, Sonnet 43, Wylam Brewery, Theakston's and many more local breweries and pubs.

**Online at:** [www.cheersnortheast.co.uk](http://www.cheersnortheast.co.uk) provides links to our advertisers' own websites, has a comprehensive search facility and contains the latest edition available to read online.

**Distribution:** 10,000 copies are distributed every month to more than 300 selected pubs and Tourist Information Centres in the North East. Each edition is also available online.



“It's about beer, breweries, pubs and people”

Alastair Gilmour: Editor



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A magazine by **offstone** publishing

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## MEDIA INFO

### MEDIA TECHNICAL INFORMATION

This publication, trimmed and folded is 280x210 (portrait) size. Printed on 70gsm uncoated stock full CMYK.

If supplying advertisements please ensure that they are created to the correct size with NO CROP OR REGISTRATION MARKS. All artwork needs to be produced to 300dpi minimum CMYK (4 colour process). Bitmap images (1 col scans) needs to be at 2400dpi.

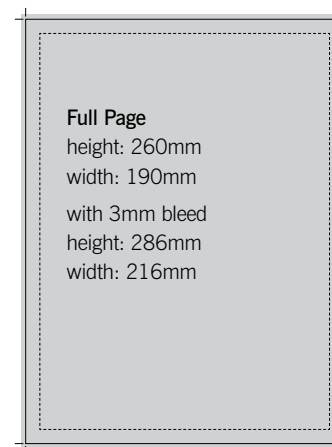
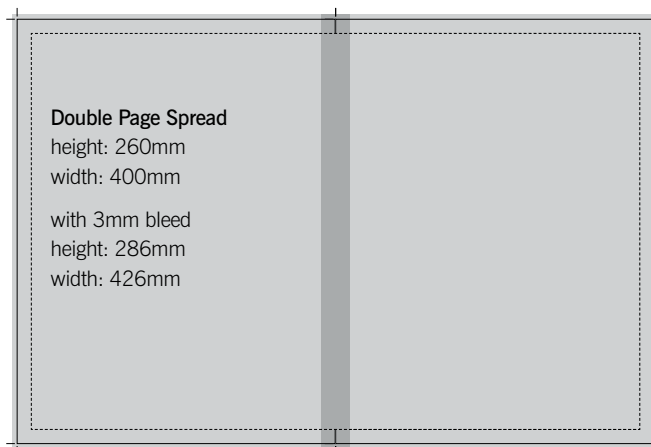
Please supply all adverts as Hi-resolution PDF files. No other formats will be accepted.

### IN HOUSE SETTING

We offer a free in house setting service. If you wish to have you advert produced by us we can set and send you a proof for your approval at no extra charge. Text can be supplied as MS Word and Text Only files. Images can be sent via email and need to be high resolution and be a minimum of 300dpi at 100% of the reproduction size. Alternatively, images can be supplied as hard copies so we can scan internally.

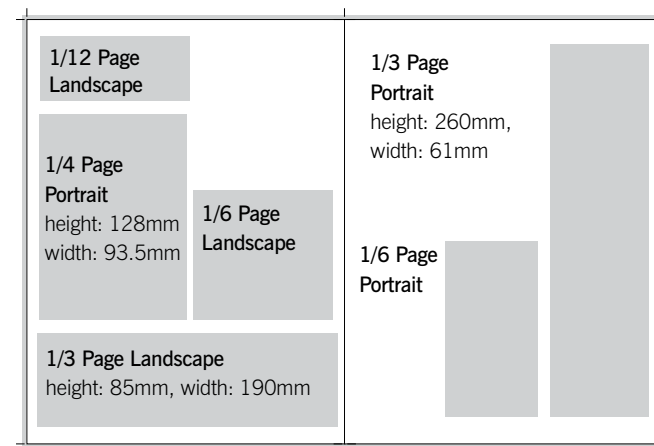
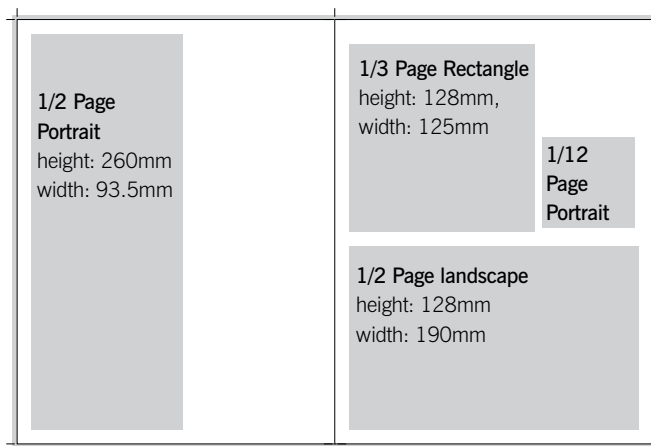
**offstone**<sup>TM</sup>  
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### OTHER ADVERT SIZES

- 1/6 Page Landscape**  
height: 85mm, width: 93.5mm
- 1/6 Page Portrait**  
height: 128mm, width: 61mm
- 1/12 Page Landscape**  
height: 41mm, width: 93.5mm
- 1/12 Page Portrait**  
height: 62mm, width: 61mm



### ADVERTISING RATES

Double Page Spread	£1,100
Full Page	£650
1/2 page	£375
1/3 page	£270
1/4 page	£220
1/6 page	£150
1/12 page	£85

Premium positions available on request and subject to availability. Bleed is available on full page and double page positions.

### SERIES DISCOUNTS

(only valid if run consecutively)

3 issues	10%
5 issues	15%
10 issues	20%

### CLASSIFIED DISPLAY (£8psc)

(minimum size 6cm x 1 col)

1 columns	27mm
2 columns	57mm
3 columns	87mm
4 columns	117mm
5 columns	147mm
6 columns	178mm

### A-Z LISTING £10pm\*

Get your pub listed in our A-Z pub directory.

### ENHANCED LISTINGS FROM £25pm\*

Get more information into your listing or include a photograph for £40pm.

\*minimum period of 3 months

### SPONSORSHIP

Sponsorship details on request, we also have a selection of 'partners packages' available.