

# HEART STREATHAM

## MEDIA KIT



## ABOUT STREATHAM

Streatham has independent shops, restaurants, cafes, and great pubs. Its historic architecture, leafy residential streets and lovely green spaces make it a desirable place to live. 32 of its 34 schools are “outstanding” or “good”, and top independent schools draw pupils from here. Community life is strong, and includes the Streatham Festival of the arts, a Food Festival, Free Film Festival, and the famous Streatham Kite Day!

## STREATHAM PEOPLE

People move to Streatham for affordable space, a garden and the community spirit! [Audience Spectrum](#) research profiles Streatham households into three main groups:

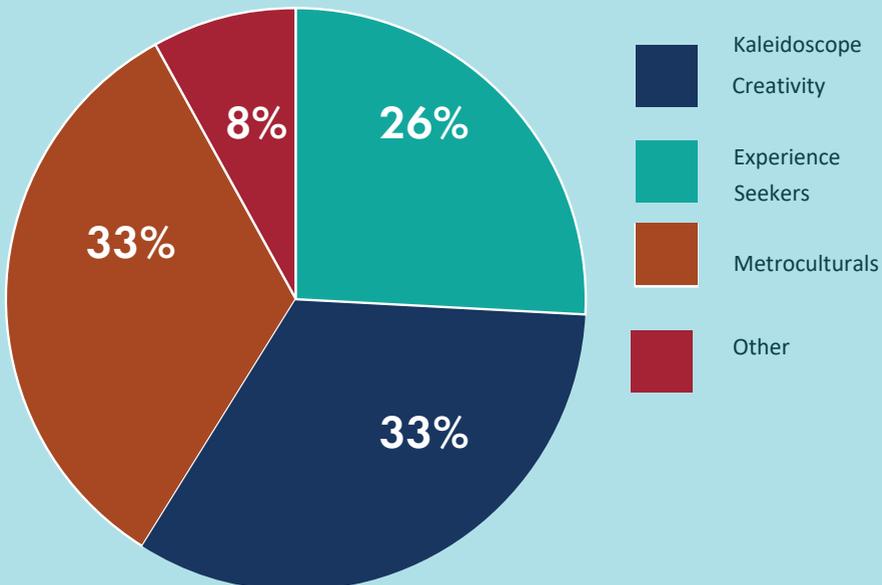
**Metroculturals** - prosperous liberal urbanites, likely to be working in demanding, rewarding professions, highly educated and with a wide variety of interests.

**Experience Seekers** - active, culturally diverse, social, and ambitious young adults. Seeking out new things to do, with disposable income to spend on activities, bars, and restaurants.

**Kaleidoscope Creativity** - culturally and ethnically diverse, less well-off and may be living in council and housing association accommodation.

### Streatham Households

Source: Audience Finder 2021



# ABOUT HEART STREATHAM

## Heart Streatham Magazine

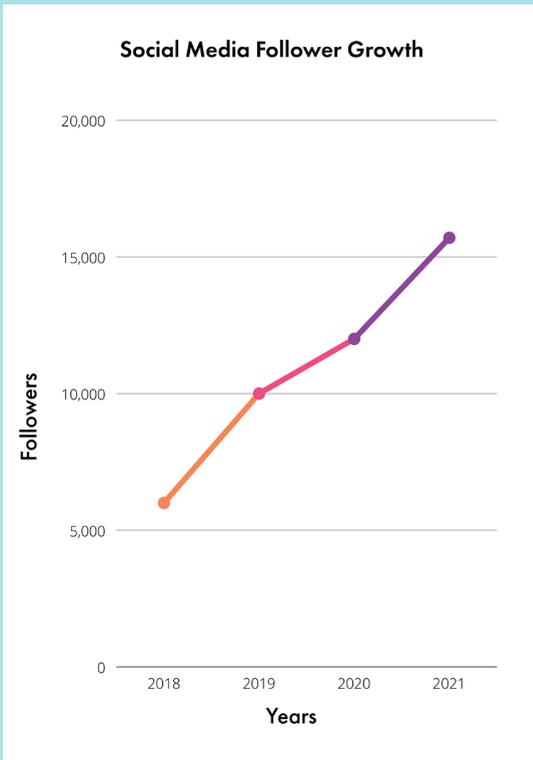
Heart Streatham launched in 2014. It is a professionally produced colour magazine about living and working in Streatham and the local area. 12,000 copies per issue are delivered to economically active (Metrocultural and Experience Seeker) homes using GPS tracked door to door distribution, as well as to cafes, schools, surgeries etc. The magazine is passed on within households and using national publishing authority PAMCo's London home delivered magazines estimate, it has 2.5 readers per copy (info [here](#)).

**Heart Streatham has 30,000 readers per issue**

## Social Media

@heart.streatham's lively Instagram, Facebook and Twitter channels help locals find out about local restaurants and businesses, new openings, events, and activities. The pandemic saw follower numbers leap as people spent more time in their local area. With 7,300 Twitter followers, 4,700 Instagram followers, plus Facebook and our newsletter subscribers, that's a lot of local influence.

**Heart Streatham social channels reach over 15,000 accounts**



*"We used Heart Streatham for a campaign using all their media platforms; Instagram, Twitter and Facebook plus an advertorial in the magazine. We are extremely happy with the response and now have many regular customers from Streatham thanks to them. Jane and the team helped us every step of the way."*

**Amanda - The Upper Scale Home Delivery Service.**



**EMAIL JANE@HEARTSTREATHAM.COM TO BOOK**

# ADVERTISE WITH HEART STREATHAM

Advertising is part of the reason locals keep the magazine handy. Advertorials, business profiles, social media and newsletter promotions & competitions are a great way to get the word out. We'd love to work with you to help you build your business in Streatham.

*"Great response from the magazine! I will definitely be booking again. We're very busy with work in the Streatham area now."*

**David Stevens, DS Landscaping**

*"I love finding out about events and getting the lowdown on new businesses opening"* **Jenny, Streatham Wells**

*"By advertising in Heart Streatham, you aren't just doing the right thing for your business, you're buying into the community. The magazine has brought Streatham together to celebrate the best of our area."*

**Oli Osibo, Chair, InStreatham BID, Fix Computers, and Tribe Vegan Café.**

## DISTRIBUTION AREA

Heart Streatham magazine is distributed to selected roads within the mapped area. We use a professional distribution company, and distribution is GPS tracked and certified. Copies are also in cafes, bars, and shops for people to pick up, take away, read and keep.

*"I love the history articles they're so interesting"* **Pawel, Furzedown**



*"I check Heart Streatham before I plan my weekends to find out what's going on and where's good to eat. There's always something happening!"*

**Tom, Streatham Hill**



# MAGAZINE ADVERTISEMENT COSTS

Advertisement Size	Cost per Issue		
	1 issue	3 Issues	5 issues
Full Page	£400	£380	£350
1/2 Page	£220	£200	£175
1/4 Page	£125	£110	£100
1/8 Page	£75	£70	£60
Double Page Spread	£750	£700	£600
Full Page Advertorial	£500	£425	£350
Outside Back Cover	£1200	£1100	£1000
Inside Front or Inside Back Cover	£600	£550	£500

Front cover takeovers, competitions, offers, packages etc. please contact [jane@heartstreatham.com](mailto:jane@heartstreatham.com)

**CLICK HERE FOR AD SIZES**

## ISSUE DATES AND COPY DEADLINES 2023

Mar/Apri	Copy	Deadline	17 Feb	Distribution	from	1 March
May/June	Copy	Deadline	21 April	Distribution	from	4 May
Summer	Copy	Deadline	12 June	Distribution	from	21 June
Oct/Nov	Copy	Deadline	16 Sept	Distribution	from	27 Sept
Dec/Jan	Copy	Deadline	13 Nov	Distribution	from	22 Nov

\*Dates are provisional and subject to change

Inserts, tip-ons, wrap-arounds, gatefolds etc, please email for prices.

Newsletter and digital promotions are available as a fast and effective way to reach local residents.

**EMAIL [JANE@HEARTSTREATHAM.COM](mailto:jane@heartstreatham.com) TO BOOK**

### COPY

Advertisements to be supplied via email in pdf or jpeg format. Artwork and images must be 300dpi or above for print. Colour should be CMYK

**No idea where to start?**  
Our designer can create an advertisement for you from as little as £15. Or we can introduce you to affordable local designers .

### EXAMPLE



# @heartstreatham DIGITAL PROMOTIONS

We offer sponsored posts for local businesses, with one-off, weekly, and monthly marketing plans to suit you. Use our social power with promotions, business profiles and competitions!

## Prices

### £50 Newsletter Story –

4000 local subscribers, & shared with > 12,000 on social channels

### £80 - 1 Week Social Package

1 Instagram post/Business Profile + Story  
1 Facebook post  
1 Tweet

### £150 - 2 Weeks Social Package

2 Instagram posts and 2  
Stories 2 Facebook posts  
2 Tweets

### £220- 3 Weeks Social Package

3 Instagram posts and 3  
Stories 3 Facebook posts  
3 Tweets

### £280 - 4 Weeks Social Package

4 Instagram posts and Stories 4  
Facebook posts  
4 Tweets

## PAYMENT

Advertisements are invoiced monthly. Prepayment is required for new advertisers. Other invoices are payable within 14 days of invoice date. Overdue invoices will be charged statutory interest (8% +the Bank of England base rate) plus debt recovery costs.



EXAMPLE

### The Rookery Cafe Competition

*"It's great when the magazine comes through my door. I look forward to sitting down with a coffee and reading it -love their Instagram too!"*

Milli, Streatham Vale



EXAMPLE

### YumSeng Competition

Email: [jane@heartstreatham.com](mailto:jane@heartstreatham.com)

Telephone: 07714 690445

**CLICK HERE FOR TERMS AND  
CONDITIONS OF ADVERTISING**

————— B5 Page w173mm x h245mm  
- - - - - B5 Page w176 x h248 with bleed  
————— Safe text Boundary | 168mm x 240mm

SAFE TEXT  
BOUNDARY  
TEXT MUST  
BE INSIDE  
THIS LINE

Quarter | w69 x h102mm

Artwork should be supplied in the correct size at 300dpi using the safe text dimensions given, All artwork should be completed and saved in CMYK process, we cannot take responsibility for any unexpected results experienced from artwork supplied in non-CMYK colour. Do not use Pantone or Spot colours.

NB it is unlikely that the colours shown by your monitor will be the same as produced by the printing process because a monitor displays in RGB and is subject to Balance and Contrast adjustments (like a TV). Please also note that a desk Inkjet or Laser printer will also not truly reflect print colour, as these printers are not calibrated to do so.

All fonts used should be embedded (PDF's)

If using the transparency functions in Illustrator and

Freehand generated files transparencies must be flattened and the files then converted to PDF or bitmap (TIFF or JPEG) before supplying. We can not accept any responsibility for any unwanted results if this is not done.

Please ensure that no elements of the design are set to overprint unless specifically required. We cannot always check for this and it is likely to generate unexpected results.

Half page  
w143 x h102

## TERMS AND CONDITIONS

1. "We", "Us" and "Our" refer to the business known as Heart Media Ltd. "You" and "Your" refers to the person signing this agreement with Us. The following conditions apply to the promotional advertisement/s You have asked Us to publish on Your behalf and by making such a request, either by signing this document or by sending Us an email confirmation of an agreement detailed in an earlier email, You agree to be bound by these conditions.
2. We agree to publish your advertisement in Heart Streatham magazine for the agreed number of issues in return for Your Payment. You agree to pay for each advertisement in advance of the publishing of the respective publication.
3. You must notify Heart Media of cancellation of any advertisement by 1st of the month before publication. Notification of any cancellation after this time will not be accepted and you must pay the full advertisement rate. Renegotiation of the details in this agreement can be achieved only if agreed in writing by both parties.
4. We shall attempt to obtain copy approval from you prior to publication, but you agree that if you do not respond to such a request within 48 hrs you will be deemed to have given your approval. If you do not send us a copy for an advert within 48 hours of us requesting it, we reserve the right to use copy from your earlier advertisements or to design copy on your behalf.
5. Heart Media retains the copyright on all copy and artwork produced in whole or in part by us and you agree that any such artwork will not be used elsewhere without our prior written agreement.
6. You confirm and warrant to us that the copy you provide will be legal, decent, honest and truthful; not infringe any copyright or other legal rights of any person; not result in a breach of any relevant code of practice or any legislation whatsoever. You agree to indemnify us in respect of all costs, damages and other charges to which we are subject as a result of publishing your advertisement.
7. We will not be liable for any error, inaccuracy, or omission on your advertisement where completed artwork has been supplied by you or where you have approved a proof which has been sent to you prior to publication. You agree that we may hold your details on record and contact you regarding future promotional opportunities. These conditions shall be governed and construed in accordance with the laws of England and Wales.
8. All advertisements are subject to approval by Heart Media Ltd. You will be invoiced prior to publication. Non payment will result in the removal of advertisement prior to printing.
9. Artwork supplied by you must comply with the specifications set out in the advertising rate card. Heart Media Ltd reserves the right to correct any artwork that does not meet these specifications. Associated costs will be charged to You
10. Heart Media Ltd accepts no responsibility for any loss resulting from the failure of an advertisement, in full or in part, to appear or for any error in an advertisement.
11. Heart Media Ltd accepts no responsibility for the late publication or distribution of the magazine due to circumstances beyond the control of Heart Media Ltd.

*"I keep every issue of Heart  
Streatham to keep useful numbers  
and company details handy"*  
Barbara, Telford Park