

The background is a teal-tinted collage of promotional materials for the TV show 'The Girl on the Train'. It includes a man playing a trumpet, a woman's face, and various promotional cards. One card features the text 'ALL YOU NEED IS Halloween earlier The Girl on the Train The Golden Star' and another says 'FREE MONTHLY... TO NORWICH'. There are also circular logos and social media icons like Facebook and YouTube.

Outline
2016
**MEDIA
PACK**



Wolf Alice
February
2016

FREE MONTHLY MAGAZINE

Norwich Born & Read

ISSUE 195
NOVEMBER 2016



Outline

6 MONTHS 10 ISSUES

FREE MONTHLY GUIDE TO NORWICH



INTERVIEWS
Savages
The Damned
Lanterns On The Lake

ALSO INSIDE
John Hegley
Honeyblood
Courtesans

ALSO INSIDE
Jess Morgan
The Giggling Squid
Nocturnal Animals

ISSUE 192
AUGUST 2016



Outline

6 MONTHS 10 ISSUES

FREE MONTHLY GUIDE TO NORWICH



INTERVIEWS
Don Broco
PUP
The Bernard Lanes

PHOEBE TROUP
Local music
The Belle Vue

ALSO INSIDE
The Suicide Squad
Who Bestival Tickets
Album Reviews

ISSUE 183
SEPT 2016



Outline

6 MONTHS 10 ISSUES

FREE MONTHLY GUIDE TO NORWICH



INTERVIEWS
Gary Numan
The Membranes
Blossoms

Bad Breeding
Chris T-T
Toshi Hibbert

ALSO INSIDE
Norwich Sound & Vision
Clothesline
Five school dinners

“Outline Magazine is one of the most important regional publications. It’s always a huge priority to get our bands in the magazine.”

– Kate Haffenden. Atlantic Records



Belle & Sebastian
April 2015

Photo: Seltzer Starbird

KEY NUMBERS

Over
185 ISSUES

35-40,000 READERS

90% AUDIENCE UNDER 35

34% are aged between 17-21, 29% aged 21-25, 9% aged 25-30, 9% aged 30-35 and 9% other ages*

50/50 SPILT MALE & FEMALE

77% LIVE IN NORWICH

92% live in Norfolk.

83%

Use Outline as a way to plan their social life.

50%

use it as a main source of information.

67%

are happy to receive relevant offers from Outline*

*research carried out by the University of East Anglia, September 2011.



OUTLINE ONLINE .CO.UK

KEY NUMBERS

ESTABLISHED 2005

revised 2011 and again in October 2016.

14-15,000

unique visitors per month.
500 visitors per day
(average mid Sept–Oct 2016)

SOCIAL MEDIA

OVER
11,000
FOLLOWERS



**GAINING 3.5K
FOLLOWERS
EACH YEAR**

PICK N MIX PACKAGES

You pick the treats you like
and we'll price accordingly.

The more you use the greater the discount.
Use more than one platform, our audience do!

PRINT

- > Ads of all sizes (see page 7).
- > Competitions.
- > Reader offers.
- > Page or section sponsorship, e.g Albums, Liveline.
Editorial subject to conditions.

WEB

- > Carousel ad, Static ad*
- > Sponsorship of sections of site.
- > Reader offers (*online only*).
- > Competitions (*online only*).
- > Your own dedicated profile on places directory, editable by you
- > Preferential listings of events.
- > E-shot to our membership.
- > Inclusion in our weekly newsletter.
- > Editorial online.
(*price depends on page/section selected).

APP/ SOCIAL

- > App sponsorship.
- > App advertising.
- > Social Media: Sharing of relevant content via Facebook, Twitter, Instagram and Linked in.

OTHER SERVICES WE PROVIDE

Complete publication management from design to print / Website and App design
Event management / Writing workshops for young people

MAGAZINE

PLACEMENT	1 EDITION	2 EDITIONS	3 EDITIONS
Full page	£525	£450	£350
- Inside front left	£610	£525	£450
- Inside front right	£610	£525	£450
- Back page	£750	£680	£580
- Inside back page	£610	£525	£450
Half page	£280	£230	£175
Half page vertical	£280	£230	£175
Quarter page	£145	£115	£88
Listings strip	£125	£90	£60
Hotspot	£70	£58	£48

ONLINE

PLACEMENT	
Slider/Carousel	£100
Standard sidebar	£50
Large sidebar	£80

**Please call to discuss
frequency discounts.**

All rates exclude VAT. These rates and all advertising transactions are subject to Outline's advertising terms and conditions.

SIZES

MAGAZINE AD TYPE

Full page	148.5mm x 210mm <i>(add 3mm bleed)</i>
Half page	140 x 90mm <i>(add 3mm bleed)</i>
Half page vertical	90 x 202mm <i>(add 3mm bleed)</i>
Quarter Page	68 x 90mm <i>(add 3mm bleed)</i>
Listings strip	140 x 32mm <i>(add 3mm bleed)</i>
Hotspot	140 x 32mm <i>(add 3mm bleed)</i>

WEBSITE AD TYPE

Slider/Carousel	850px (w) x 450px (h)
Standard Sidebar	265px (w) x 350px (h)
Large Sidebar	265px (w) x 700px (h)

SUPPLYING ARTWORK

Magazine artwork

Please ensure all files are CMYK colour mode. All files must be 300dpi. All files must be flattened. All Pantone colours must be converted to Process. File types accepted: **ai / .eps / .tif / .jpeg / .pdf**
File types **not** accepted: doc / .docx / .xls / .xlsx / .pptx / .png / .gif (These will be rejected by our art department)

Website artwork

Please ensure all files are RGB colour mode. All files must be 72dpi. File types accepted: **jpeg / .png / .gif**
File types **not** accepted: doc / .docx / .xls / .xlsx / .pptx / .psd / .eps / .ai / .pdf (These will be rejected by our art department)



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**The Fun
Lovin'
Criminals**
*January
2016*

Photo by Tom Barnes

WATCH OUR SHOWREEL [HERE](#)