



## ABOUT GREATER GOVANHILL

Launched in 2020, Greater Govanhill is a solutions-focused community magazine which aims to break down cultural barriers, provide a platform to marginalised voices and bring people together.

The quality A4 magazine is published every two months, while our website and community noticeboard are updated daily.

We have won multiple prestigious national awards for the quality of our magazine and the journalism contained within.



# WHY ADVERTISE WITH US?

## 1. ESTIMATED READERSHIP OF 12,000+

We deliver 4000 copies and estimate that each copy is read by between 2-4 people, meaning we reach 8-16,000 people. Copies are distributed, for free, to venues and homes around the Southside of Glasgow.

## 2. TRUST IN PRINT

Research shows that print advertising has proven benefits: readers engage far more with print advertising than they do with digital. Readers tell us they hang onto the magazine and display them in their homes, so print adverts have a long shelf-life.

## 3. COMMUNITY-FOCUSED

We are a trusted brand valued by the community. The magazine was created to empower people to tell their own stories, breaking down cultural barriers and bringing people together. We operate as a social enterprise, reinvesting any profits into the community.

## 4. OUR AUDIENCE IS ENGAGED

The Southside of Glasgow is one of the most popular and culturally diverse neighbourhoods in Scotland. Research shows that 100% of readers feel more positive after reading the magazine and over 80% of readers have taken action after learning about an organisation, business or group from the magazine.



# WHAT WE OFFER

We are pleased to be able very reasonable rates on print and digital advertising.

Featuring a very limited number of prominently placed adverts, your message is guaranteed to jump off the page or screen. The magazine is professionally designed and printed using high quality paper and cover, designed to last.

We can also work with your budget and can help to produce sponsored content about your business or related subject with full editorial control.

Our business membership deal also comes with additional benefits.

Get in touch to discuss your needs:  
advertising@greatergovanhill.com | 0141 237 2350

## BUSINESS MEMBERSHIP



£7 a month

1 x 1/8 page ad per year



£15 a month

1 x 1/4 page ad per year



£20 a month

2 x 1/4 page ad *or*  
1 x 1/2 page ad per year

### All business members...

- receive 30% discount on any additional adverts
- are featured on our online business directory
- receive one feature in our newsletter, and one post on our social media accounts at a time of their choosing

# PRINT ADVERTISING

## Costs\*

- Eighth Page £85
- Sixth Page £100
- Quarter Page £125
- Half Page £250
- Full Page £500
- Inside Cover £600
- Double Spread £900
- Centre Spread £1000

“ For an extra £35, we will post your ad on social media ”

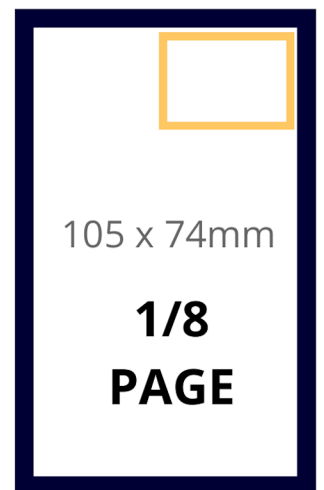
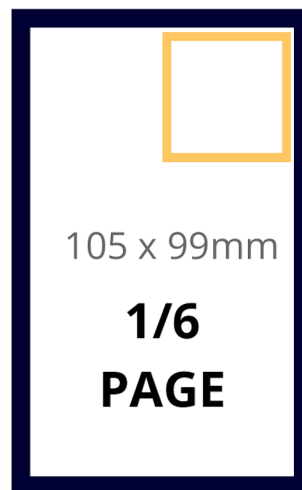
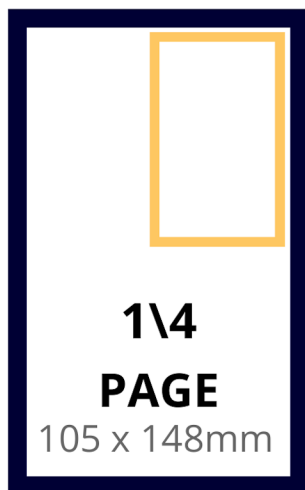
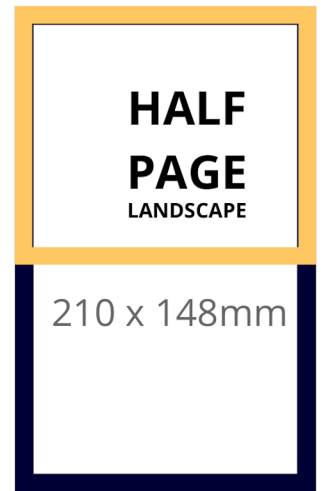
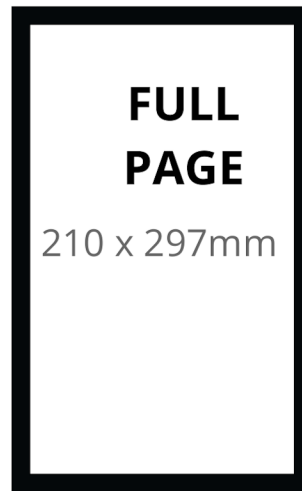
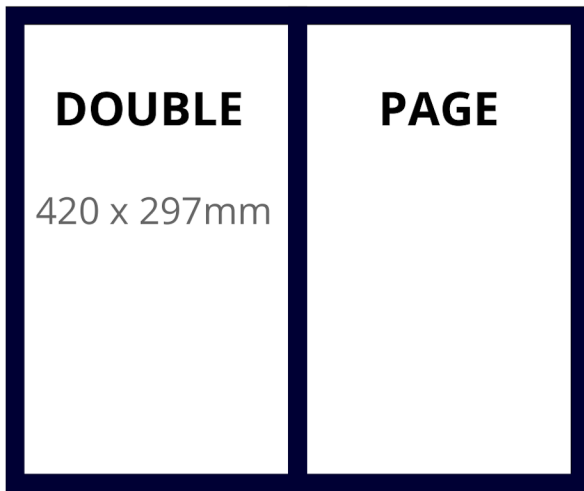
## Publication Dates

We publish at the start of the following months: February, April, June, August, October, December.

We normally require artwork two weeks before.

“ Design support available for a small charge ”

We offer a 25% discount(!) to non-profit organisations and for return advertisers



Bleed: 3mm on all sides | Margins: a minimum of 6mm from the cut line

Colour: CMYK | Photo/image resolution: 300dpi

Format: PDF of double page spread (pages side-by-side) with 3mm bleed and crop mark

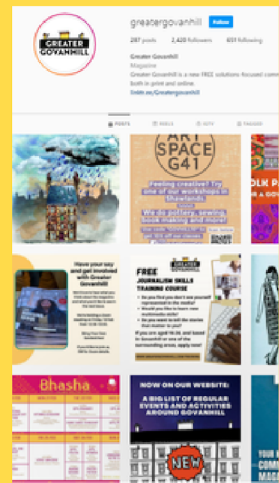
Please get in touch if you have questions related to adverts including help with design and more detailed info on dimensions, placement etc: [advertising@greatergovanhill.com](mailto:advertising@greatergovanhill.com)

# DIGITAL ADVERTISING

We also offer very reasonable rates on digital advertising. We offer social media adverts across all of our platforms ([Twitter](#), [Facebook](#), [Instagram](#)).

As well advertising on our website and through email. Advertising digitally with us means your advert will be coming from a trusted and valued community source. You will also be supporting the magazine, enabling it to remain a viable and free community asset.

We can also work with you to produce sponsored online content about your business or related subject with full editorial control. This usually involves us interviewing you about your work and writing it up in a feature style.



## WHAT WE OFFER

### SOCIAL MEDIA POST

A sponsored post across all social media platforms (Twitter, Instagram, Facebook).

### WEBSITE BANNER

Banner on landing page of website.  
Period of time is negotiable e.g. 1 week / 1 month

### FEATURED ARTICLE ON WEBSITE (BY TEAM)

An article about your business or organisation written by a member of the Greater Govanhill team.

### FEATURED ARTICLE ON WEBSITE (BY ORG)

An article written by one of your team about your business or organisation.

### NEWSLETTER FEATURE

Your event will be shared on our digital events calendar

## DIGITAL ADVERTISING

- Social Media Post £50
- Website Banner £150
- Featured Article (team)\* £200
- Featured Article (org)\* £150
- Event Listing £15
- Newsletter feature £75

“ Design support available for a small charge ”

\*Includes sharing across all social media platforms



We are pleased to offer discounts to return advertisers and those who take out multiple issue adverts. To find out more, please get in touch with our Advertising Manager: [advertising@greatergovanhill.com](mailto:advertising@greatergovanhill.com)

# DON'T JUST TAKE OUR WORD FOR IT...

## TESTIMONIALS

"Greater Govanhill aims to reach a wide section of the local community through a magazine which is free, attractive, well written and includes content in different languages. This makes it the perfect space for us to highlight our organisation and give the opportunity to our members to raise their profile – alongside other stories which promote the positive stories of the area & around. We believe in the value of this kind of journalism which gives a platform for local voices, and are keen to support this with a regular feature.

— Ruth Cape, SEIN Manager

"Greater Govanhill has been an ideal vehicle for us to advertise in because of its production values, design, and importantly the content which gives a voice to local people and the creative initiatives happening at a community level. For us it is important to extend reach to people within Glasgow for the work that we do as a photography organisation, the art we promote, and the access we provide. Every area should have a platform like GG. The local is the international.'

— Malcom Dickson, Street Level Photoworks

"From its very first issue, Greater Govanhill has been an incredible asset to our neighbourhood by allowing our residents to speak for themselves and promoting the multitude of valuable local projects and organisations. The magazine not only showcases the best that Govanhill has to offer to outsiders, but it also enables local people to discover the less known aspects of their neighbourhood."

— Marzanna Antoniak, Thriving Places Govanhill

"A beautifully produced and printed matt finish magazine that is well designed and creatively executed. It was 'fresh and innovative' and a brave pandemic year launch that catered perfectly for its hugely diverse target audience."

— News Awards UK 2021 judging panel

## ONLINE FOLLOWERS



1.7k+



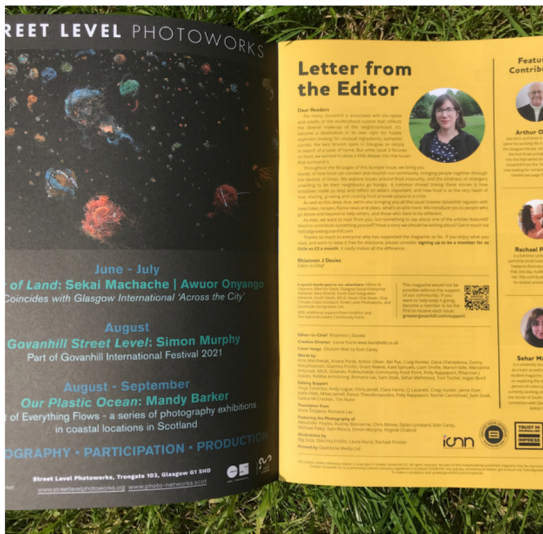
2.8k+



3.8k+



1000+



82 Bowman Street, Glasgow, G42 8LF

hello@greatergovanhill.com • www.greatergovanhill.com • 07760700045