

# HEATONS POST

**An Independent Community Newspaper  
for the Heatons and Reddish  
to Inform, Inspire and Connect**

**2020 Business Pack**



## **About Heatons Post**

**Heatons Post is a not-for-profit, community newspaper for the Heatons & Reddish.**

**Published on a monthly basis, Heatons Post aims to be a platform for sharing local news & information to help keep our communities better connected and informed.**

**Focusing on positive news, Heatons Post features news stories from community groups, charities, schools, sports clubs, local businesses and residents.**



## **Distribution**

**6,000 copies of Heatons Post are currently printed each month.**

**Stocks of these are distributed as follows:**

- to over 60 shops & community spaces across the Heatons and Reddish**
- door-to-door delivery by community groups to those areas which receive little local information & are most in need**
- through the post to monthly subscribers**

**A pdf version of each issue is also available to download online.**

**Our goal is to be able to distribute a copy of the Heatons Post to every home in the Heatons & Reddish (23,000+ homes), ensuring all residents receive local news, are kept informed & better connected - even the most socially isolated.**



## **Benefits to Businesses**

- **Opportunity to brand-build your business through advertorials, adverts, offers or sponsorship**
- **Opportunity to support a community project and meet your CSR commitment**
- **Help to raise your profile and gain exposure to residents within the Heatons and Reddish**



# Business Packages - Heatons Post

## Business Listing

Your business listed in a dedicated directory  
section of Heatons Post

£15 (1 issue)

£40 (3 issues)

£60 (6 issues)

## Voucher Package

Your special offer printed as a cut-out  
voucher in Heatons Post

£45 (1 issue)

## Online Advert Package

Advert on the  
Heatons Post website

£100 (1 month)

## Advertorial Package A

250 word advertorial  
with 1 image, plus a logo

£150 (1 issue)

## Advertorial Package B

500 word advertorial  
with 2 images, plus a logo

£250 (1 issue)

## Sponsorship

- Full width banner advert printed on the front page of Heatons Post
  - Online banner advert for 1 month
  - Social Media 'shout outs'
- Please contact us to discuss a package that suits your budget



# Business Packages - Subscriptions & Subscriber Packs

## Collectable Cards

Your recipe or guide designed & printed as part of a series of collectable cards and included in every Premium subscriber pack

£15 (1 issue)

## Subscriber Voucher

Your special offer printed on a sheet of vouchers and included in every Premium subscriber pack

£15 (1 issue)

## Promotional Literature

Your business card, leaflet, brochure or menu included in every subscriber pack

£35 (1 issue)

## Organisation Subscription Bronze Package

Your organisation's logo on the Heaton's Post website as a supporter

£10 per year

## Organisation Subscription Silver Package

Your organisation's logo on the Heaton's Post website and in print as a supporter

£10 per month

## Organisation Subscription Gold Package

Your organisation's logo online and in print as a supporter, plus 300 copies of Heaton's Post each month to distribute to your organisation/area.

£50 per month

# Individual Subscriptions

## Basic Package

- Postal delivery of Heatons Post each month
- Inclusion on subscriber email list
- Support the local community by enabling Heatons Post to reach those most in need of local news, helping residents stay connected

£2 per month

## Premium Package

- Postal delivery of Heatons Post each month
- Inclusion on subscriber email list
- Support the local community by enabling Heatons Post to reach those most in need of local news, helping residents stay connected
- Regular voucher pack from local businesses
- Regular subscriber gifts

£5 per month

## Recommend a Friend

Become a Heatons Post subscriber and successfully recommend a friend to receive one month's subscription for free.

Plus, for every friend who subscribes, you will be entered into a draw to win a £25 gift voucher for a local restaurant.

Subscribe at: [www.heatonspost.co.uk/subscriptions](http://www.heatonspost.co.uk/subscriptions)



# Ready to Support Heatons Post?

As a business sponsor, you will be helping to keep the Heatons Post in print, helping to increase distribution, and ensuring local news & information reaches as many residents of the Heatons & Reddish as possible.

For more information, or to purchase a business package,  
contact Mel at:

[news@heatonspost.co.uk](mailto:news@heatonspost.co.uk)

To make a donation to Heatons Post, please scan the QR  
code below.



**Thank you for your support!**