

pure

buxton

media pack

INTRODUCTION:

- Pure Peak is the established quality news and lifestyle magazine for Buxton and the High Peak.
- Delivered direct to 4,000 A, B & C1 homes around Buxton and Chapel-en-le-Frith.
- Another 6,000 copies are available in key locations around the area, including Biggin, Castleton, Chapel-en-le-Frith, Chelmorton, Chinley, Hartington, Hurdlow, Litton, Pomeroy, Tideswell & Whaley Bridge (see map, right).
- Also available online at www.purebuxton.co.uk
- The magazine boasts a high level of editorial content, designed to grab the attention of readers and to keep the local community in touch with current news, views and events.
- Published bimonthly, Pure Buxton has a long shelf-life which, coupled with its strong content, make it a value-for-money investment for advertisers.
- The magazine offers a targeted platform from which to raise the profile of your business, expand your market and reach out to potential customers.
- Pure Buxton is produced by well-established Derbyshire-based Merit Publications Ltd, which also publishes Pure Peak magazine.

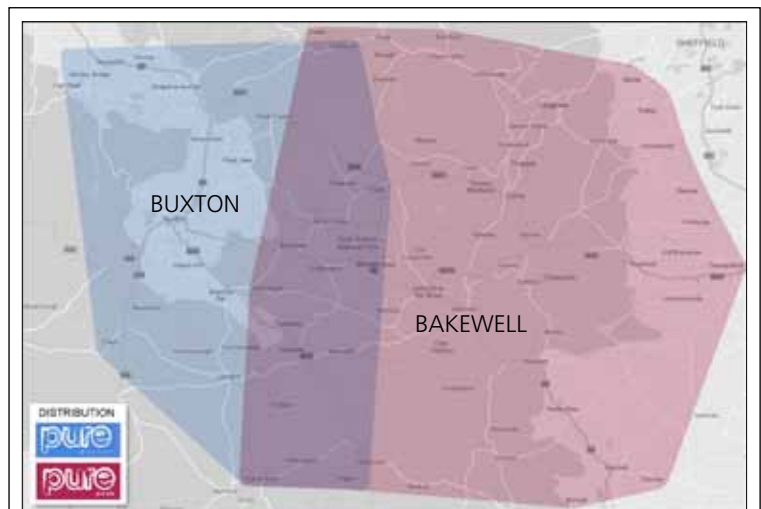
THE TEAM:

Pure Peak is produced by a team of experienced professionals...

Steve Caddy is the editorial director and was for many years a specialist writer on the Sheffield Star. He also has a wealth of business experience, having run his own successful Sheffield PR company, Merit Media Ltd.
editor@purepeak.co.uk

Lesley Draper is a respected journalist, latterly renowned for her food writing, and also an experienced PR consultant. More recently she has specialised in design and layout across both print media and websites.
lesley@purepeak.co.uk

Jane Lisser, our sales and marketing consultant, has more than 25 years' experience in newspapers and magazines. She specialises in advising clients of the most effective way to showcase their business.
jane@purebuxton.co.uk



Merit Publications Distribution

Reaching more than 50,000 readers across the Peak District, High Peak & surrounding areas

PURE PEAK: 10,000 copies

Ashford in the Water
 Bakewell
 Bamford
 Barlow
 Baslow
 Beeley
 Biggin
 Bradwell
 Bretton
 Brough
 Calver
 Castleton
 Chatsworth
 Chelmorton
 Chesterfield
 Dore
 Darley Dale
 Edale
 Edensor
 Eyam
 Foolow
 Froggatt

Great Longstone
 Grindleford
 Hartington
 Hassop
 Hathersage
 Holmesfield
 Hope
 Hulme End
 Little Longstone
 Litton
 Longshaw
 Matlock
 Monsal Head
 Monyash
 Over Haddon
 Pilsley
 Rowsley
 Sheldon
 Stoney Middleton
 Tansley
 Totley
 Youlgrave

PURE BUXTON: 10,000 copies

Buxton
 Brierlow Bar
 Castleton
 Chapel-en-le-Frith
 Chelmorton
 Chinley
 Hartington
 Higher Buxton
 Hurdlow
 Litton
 Pomeroy
 Tideswell
 Whaley Bridge

ALSO AVAILABLE ONLINE:

www.purepeak.co.uk
www.purebuxton.co.uk

CONTENT:

At Pure Buxton we take pride in ensuring that content is key — both for ourselves and for our clients.

Editorial is focused on a number of specialist sections, including: local news... lifestyle... health & beauty... business... education... homes & gardens... food & drink... weddings... care & support... arts... and more



STRATEGY

Our marketing campaigns are tailored to meet the specific needs of individual clients.

Pure Buxton takes a cohesive approach, maintaining editorial integrity while meeting the promotional objectives of our partners. Professional editorial and design work is included, free of charge, in our promotional packages.

A digital version of Pure Buxton is available to read online — with free hyperlinks to web and email addresses within its pages. We do not give direct access to individual stories via the website, thus ensuring that all readers will see adverts and sponsorship details as they browse.

The magazine is also supported by dedicated social networking pages, including active promotion on both Facebook and Twitter.

MARKETING OPPORTUNITIES:

We work with our supporters to achieve their objectives through a variety of promotional and marketing options. Some of these are listed below. For details of rates and data, please see attached ratecard.

To find out more please email: info@purebuxton.co.uk or call (01298) 442013

Advertorial:

Our editorial team is experienced in identifying a company's key messages and presenting them in a way that grabs the attention of readers. Our production team then produces pages designed to showcase each story to its best advantage, with the added impact of photos and graphics.

Business Support Package:

We offer a heavily discounted package of editorial and advertising to help businesses raise their profile. This includes a full page of editorial for the price of a quarter-page, plus a series of follow-up adverts.

Advertising:

A wide range of display advertising is available, to suit businesses of all sizes. Professional artwork design is included, free of charge, if required.

FEEDBACK:

"Thank you for the fabulous article, we have had lots of positive feedback from it. At least three customers last week came through the door with the magazine in their hand and a chap from London who has only just moved to Buxton saw the article too and came to view kitchens yesterday."

Jenny Bradbury, Buxton Woodworks

"We had tried other press and radio advertising, but I wasn't convinced we were getting value for money. Our first advert in Pure was a bit of an experiment, but we were delighted by how many new customers came through the door and a couple of years on, we're still getting a good response. It's money well spent."

Peter Stokes, MD, World of Power

"We started advertising in Pure Buxton a couple of years ago and the response we had from the first has been fantastic! After each issue we get new people visiting our shop; it never fails to attract at least two or three new customers."

Angela Bennison, Famous Names Furniture

"The response from our feature was outstanding. I have previously advertised in the local paper, Yellow Pages and Yell and the interest and immediate response I got from potential customers this time was far better. The look and feel of the magazine is high quality and when I called on customers to price new contracts it was great to see them with the page open on my feature."

Mark Sidebottom, Peakcraft

"Advertising with Pure Buxton is an absolute necessity for businesses in and around Buxton. Being a hotel and a restaurant we need to reach our local community and potential visitors to the area and Pure works for both of these markets. Steve and Lesley take a lot of the stress out of advert design and are an absolute pleasure to work with."

Sally Burton, Old Hall Hotel, Buxton

"We have advertised in Pure from its very first issue. We select it for several reasons – the quality of the printing which is an important factor when reproducing artwork; it allows us to keep local people informed about our exhibitions; it's a very good read! Unlike other free magazines, it contains relevant news about the town and interesting articles about local people."

Pauline Townsend, High Peak Artists

"Our feature in Pure Bakewell has definitely brought new customers through the doors, and this must have been helped by the magazine's very widespread distribution. I was overwhelmed at how many outlets distribute your magazine in and around Bakewell - the team at Pure are doing a sterling job! A very big thank you."

Michael Goodwin, Michael Arthur Kitchens, Matlock

CONTACT:

For more details about Pure Buxton, or to discuss promotional requirements, please contact us...

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