

# latest 7

advertising rates 2008

- **latest 7** is the Number One free weekly magazine for Sussex.
- It is full colour, free and available at newsagents, estate agents and over 1,000 outlets throughout the south.
- Pick up a free copy from supermarkets, newsagents, estate agents, theatres, cinemas, banks & building societies, hotels, recruitment agencies, cafés, restaurants, bars, clubs, pubs, petrol stations, garden centres, railway stations, Brighton & Sussex Universities, Churchill Square, the Holmbush shopping centre & many other retail outlets.
- Packed with interesting and stylish editorial, food & drink, fashion, music, beauty, sport, theatre, film, motoring, celebrity news and our new 9 page TV guide. **latest 7** has an extensive jobs section and comes with *Latest Homes*, the weekly property sales and lettings magazine, and offers advertisers that extended cross-over readership.
- Extremely competitive rates.
- We can offer friendly advice on new business launches and special advertising campaigns. Ask about our calendar of forthcoming features.
- **latest 7** can offer creative services to advertisers at very competitive prices. Call us for details.
- **latest 7** cover and feature packages are available. For details and availability please call.
- Research shows that over 100,000 people across Sussex, London and the South read **latest 7** every week.

## Sales contact details

Telephone 01273 818150

Advertising Director Lynne Edwards

Advertising Manager Marie Viviani

Email [marie@thelatest.co.uk](mailto:marie@thelatest.co.uk)

"**latest 7** has enabled us to promote our various Jazz & live Music events to a large demographic reach. Our website has additionally received an increase in traffic as a result. This has worked well for us."

**Jake Kempston, Koba**

"Enzo Hair & Beauty has been advertising with **latest 7** since we opened 3 years ago. Each year our business has experienced dramatic growth which has enabled us to develop a start-up project into a top-rated salon. The lead generation that has been produced through advertising with **latest 7** has surpassed all expectations!"

**Carlo Torre, Director, Enzo Hair and Beauty**

"I just have to say it is a fantastic. cover page and our editorial Absolutely The Business"

**Leone Restaurant**

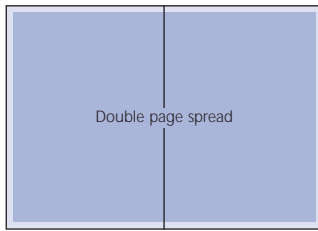
"Our job adverts in **latest 7** get a good response and the employers are always pleased with the calibre of applicants. **latest 7** makes us look great!"

**Luke Hay, Wired Sussex**

"I have always known I would use **latest 7** when I started my clinic as it is read by everyone in Brighton, is up to the minute with what's new and what's hot in the area. The service I get from the sales team is unbeatable and I have appreciated their support during my first year of business."

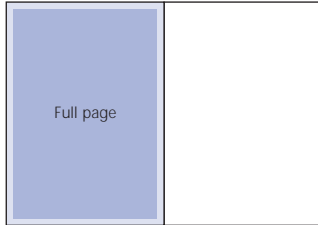
**Janet McConnon, Director / RGN,  
Brighton Laser Clinic**



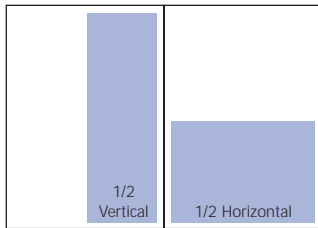


All dimensions  
width mm x height mm

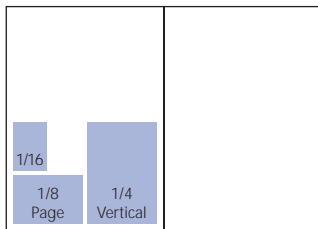
**Double page spread**  
Bleed 426mm x 303mm  
Trim 420mm x 297mm  
Type 400mm x 273.5mm



**Full page**  
Bleed 216mm x 303mm  
Trim 210mm x 297mm  
Type 190mm x 273.5mm



**Half page sizes**  
1/2 Horizontal 190mm x 134mm  
1/2 Vertical 92mm x 273.5mm



**Miscellaneous advert sizes**  
1/4 Vertical 92mm x 134mm  
1/8 92mm x 64mm  
1/16 44mm x 64mm  
Cover Box 37.5mm x 47mm

## Advertising rates

Size	Price
Double page spread	£800
Inside front	£600
Advertising feature from	£600
Full page	£450
Half page vertical	£250
Half page horizontal	£250
Quarter page vertical	£150
Eighth page	£80

### Listing Display Adverts

From £20 per week. Minimum of 4 issues.

### Latest Hot List

£10 per week per entry. Minimum of 6 issues.

### Loose Inserts

Loose inserts are available from £25 per thousand (min 5,000).

### Special Positions & Series Discounts

Talk to our sales staff about special positions and series discounts.

All prices subject to VAT and payment in advance

## Artwork information

Camera-ready ads should be supplied digitally in one of the following formats: JPEG, TIFF, EPS or press PDF with all fonts embedded and spot colours converted into CMYK.

Adverts may be supplied as QuarkXpress 4/5/6 files providing all fonts and images are supplied.

Images should be no less than 300dpi at print dimensions and CMYK.

We can accept artwork via email and CD-R, preferably in Apple Macintosh format.

Any artwork supplied incorrectly may incur additional costs.

Advert copy to be set, can be supplied by email as a single Microsoft Word document with images or logos as separate JPEG attachments.

Publication is weekly on every Tuesday. The deadline for bookings is 10 days prior to the publishing date.

## Amendments

Once copy has been received this will be deemed to be the final and complete information. Alterations to copy will be accepted at our discretion.

## Cancellation

You may be liable for payment in full for any adverts cancelled, or for which copy has not been received within seven days prior to the publication date.

## Production contact details

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