

# MEDIA

# PACK

# 2020



**Two quality,  
glossy  
monthly  
magazines**

Ensuring your brand  
is seen by the right  
people at the right time

[www.pulsemagazine.co.uk](http://www.pulsemagazine.co.uk) | 01908 465488

## Pulse magazine

**Connect with your target  
audience online and in print**

**MKPulse**  
magazine  
The magazine for Milton Keynes

**NNPulse**  
magazine  
The magazine for Northamptonshire



We produce two magazines with a combined readership of **162,000**

# ABOUT | PULSE MAGAZINE

In **2009** our first publication, **MK Pulse** launched with a circulation of 10,000.

Today there are now two publications - MK and NN Pulse. MK Pulse is delivered throughout Milton Keynes and Buckinghamshire and NN Pulse Northamptonshire. We pride ourselves on carefully selecting the 54,000 plus ABC1 areas we cover across both counties.

A vibrant lifestyle magazine and a trusted companion to those living locally, Pulse Magazine is A4 in size, full colour and printed on premium glossy paper that invites the reader and encourages retention. At home, at work and on the go, people look to Pulse Magazine when they're open to discovering what's going on in the local area.

They use the Magazine to find trusted suppliers and tradesmen and since the editorial content spans the entire month, Pulse Magazine is kept and referred to time and time again.

Pulse Magazine carries around 60% editorial and advertising is interspersed among local stories, news, features and other information that matters to readers. Advertising is seen as an integral part of Pulse Magazine; readers value it and consume the content with interest. Advertisements are screened looking for items that interest, intrigue, catch the eye, entertain and inform. When you create well-targeted adverts that speak to readers, they will respond.

**A WELL-READ VIBRANT LIFESTYLE MAGAZINE**

CELEBRATING

**11**  
**YEARS**  
Est. 2009



**BEST CUSTOMER SERVICE  
RUNNER UP**

IN 2019 WE PLACED 'RUNNER UP' IN  
THE SME MK AND BUCKINGHAMSHIRE  
BUSINESS AWARDS. #PROUD

**Pulse Magazine has over**

**80%**

**REPEAT  
ADVERTISERS  
EACH MONTH**

**Circulation:**

**32,000**

**MAGAZINES DELIVERED  
DOOR TO DOOR EVERY  
MONTH ACROSS  
MILTON KEYNES**

**Readership: 96,000**

**Areas Delivered to:**

Aspley Guise, Aspley Heath, Blakelands, Bolbeck Park, Bow Brickhill, Browns Wood, Caldecotte, Carlton, Castlethorpe, Clifton Reynes, Downhead Park, Emberton, Emerson Valley, Filgrave, Furzton, Gayhurst, Giffard Park, Great Linford, Hanslope, Harrold, Haversham, Kents Hill, Kingsmead, Lavendon, Lathbury, Loughton, Middleton, Monkston, Monkston Park, Newport Pagnell, Newton Blossomville, Oakridge

Park, Odell, Old Farm Park, Olney, Pennyland, Ravenstone, Shenley Church End, Shenley Brook End, Shenley Lodge, Sherington, Stoke Goldington, Tattenhoe, Turvey, Tyringham, Walnut Tree, Walton Park, Wavendon Gate, Wavendon Village, Weston Underwood, Whaddon, Willen, Willen Park, Woburn, Woburn Sands, Woolstone, Woughton on the Green and selected outlets across Milton Keynes where readers can pick up a copy.



**SOCIAL  
GROUP  
ABC1**

**Female  
Readers  
75%**



**LEAFLET DELIVERY**

If you have spare leaflets lying around the office or have a targeted campaign, now is the time to make use of them. Call for details.

**DISTRIBUTION BEGINS AROUND 24TH OF EACH MONTH  
AND ALL DELIVERIES ARE COMPLETED BY THE 1ST**

**Post Codes:**

MK2, MK4, MK5, MK6, MK7, MK8, MK9, MK10, MK11, MK14, MK15, MK16, MK17, MK19, MK43, MK46

**2020 Deadline Dates:**

MONTH OF ISSUE	DEADLINE	MONTH OF ISSUE	DEADLINE
January	Mon 9th Dec 19	August	Fri 10th Jul
February	Fri 10th Jan	September	Fri 7th Aug
March	Fri 7th Feb	October	Wed 9th Sep
April	Thur 12th Mar	November	Fri 9th Oct
May	Thur 9th Apr	December	Fri 6th Nov
June	Fri 8th May	January	Mon 7th Dec
July	Mon 8th Jun	February	Mon 11th Jan 21



# Distribution Map

## MKPulse magazine

The magazine for Milton Keynes



**32,000 ABC1 homes across Milton Keynes**

## Circulation:

# 22,000

**MAGAZINES DELIVERED DOOR TO DOOR EVERY MONTH ACROSS NORTHAMPTONSHIRE**



# Readership: 66,000

## Areas Delivered to:

Ashton, Astcote, Blisworth, Brafield on the Green, Bugbrooke, Chapel Brampton, Church Brampton, Collingtree Park, Collingtree Village, Dalscote, Denton, Eastcote, East Hunsbury, Gayton, Grange Park, Great Brington, Great Houghton, Greens Norton, Hackleton, Hardingstone, Horton, Kislingbury, Little Brington, Little Houghton, Lower Harlestone, Moulton,

Milton Malsor, Moulton, Nether Heyford, Pattishall, Piddington, Preston Deanery, Quinton, Roade, Shutlanger, Stoke Bruerne, Tiffield, Upper Harlestone, West Hunsbury, Whilton, Wootton, Wootton Fields, Yardley Hastings and selected outlets across Northamptonshire where readers can pick up a copy.

## Post Codes:

NN1, NN4, NN6, NN7, NN12

## 2020 Deadline Dates:

MONTH OF ISSUE	DEADLINE	MONTH OF ISSUE	DEADLINE
January	Mon 9th Dec 19	August	Fri 10th Jul
February	Fri 10th Jan	September	Fri 7th Aug
March	Fri 7th Feb	October	Wed 9th Sep
April	Thur 12th Mar	November	Fri 9th Oct
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## LEAFLET DELIVERY

If you have spare leaflets lying around the office or have a targeted campaign, now is the time to make use of them. Call for details.

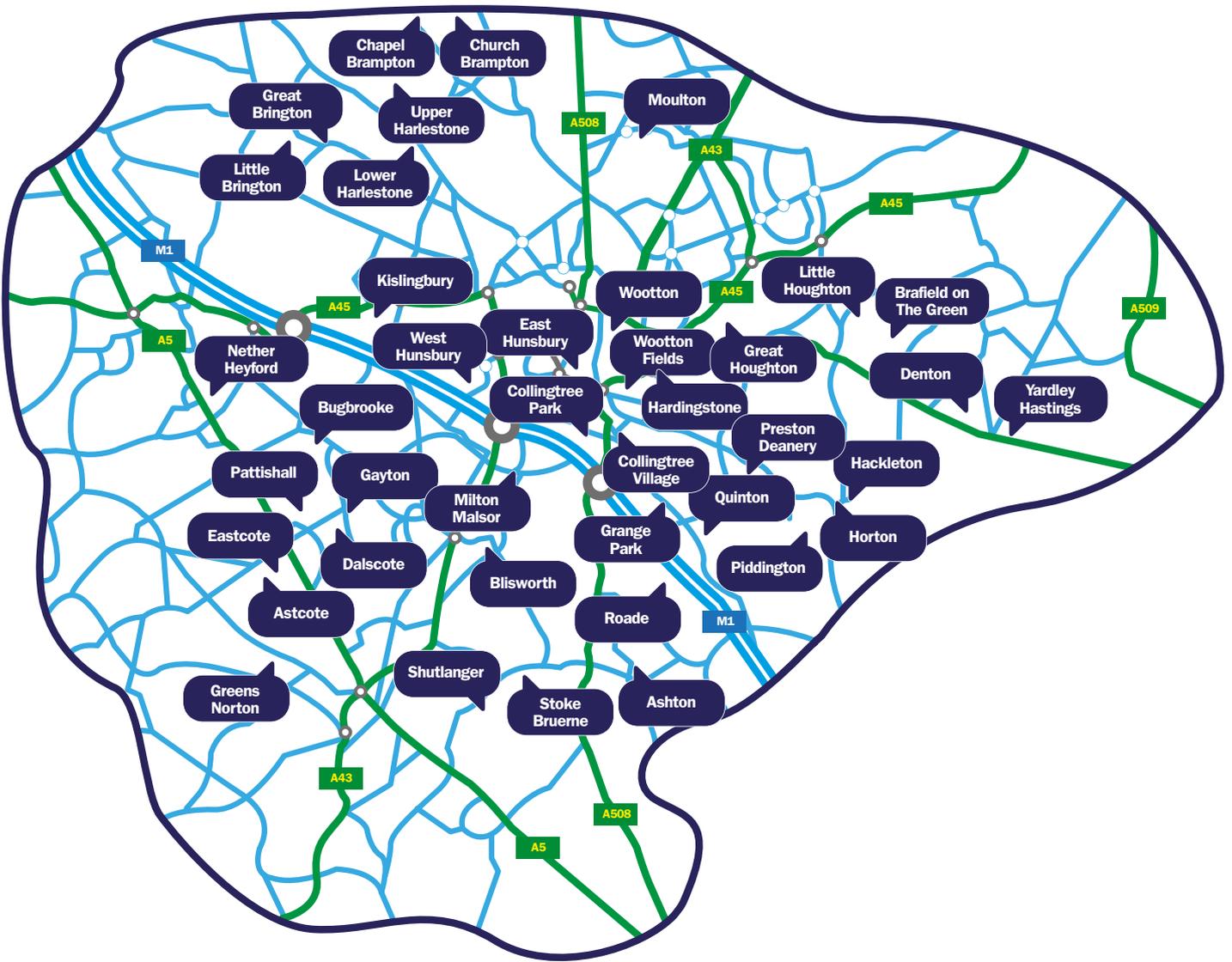
**DISTRIBUTION BEGINS AROUND 24TH OF EACH MONTH AND ALL DELIVERIES ARE COMPLETED BY THE 1ST**



# Distribution Map

## NN Pulse magazine

The magazine for Northamptonshire



**22,000 ABc1 homes across Northamptonshire**

# ADVERTISING

# SPECIFICATIONS

## PREMIUM PAGES



### Outside Front Page

210x180mm portrait  
With an additional 3mm spine to the left. Apply 3mm bleed all round



### Outside Back Page or full page inside

210x297mm portrait  
Apply 3mm bleed all round



### Double Page Spread

To fit within our guides: 400x272mm landscape. Alternatively:  
420x297mm landscape and apply 3mm bleed all round.  
Please allow for a perfect bound spine



## GRAPHIC DESIGN SERVICES



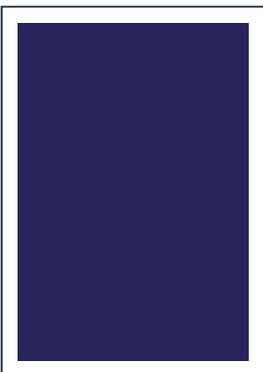
## NO ARTWORK?

Our team of talented Graphic Designers can help create the perfect advert for your campaign.

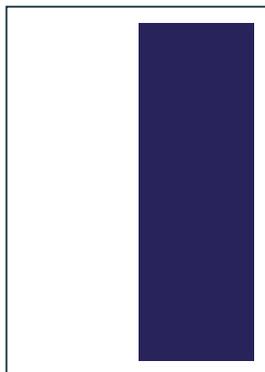
*Ask for details.*

**Print Mechanicals:** High res CMYK PDF, EPS, JPG or TIFF.  
All images must be embedded and fonts outlined.

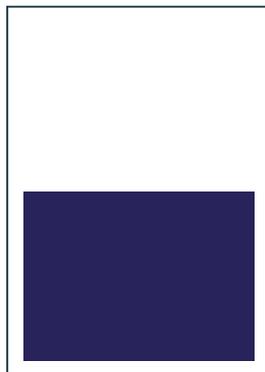
## INTERNAL ADVERTS



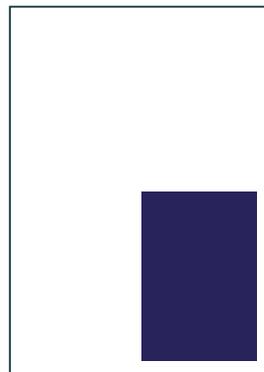
**Full Page**  
185x272mm portrait



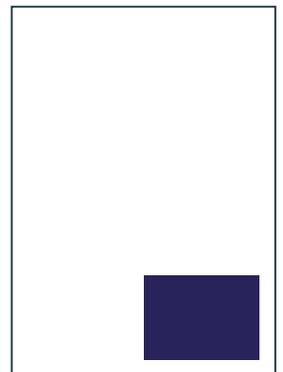
**Half Page Portrait**  
88.5x272mm portrait



**Half Page Landscape**  
185x132mm landscape



**Quarter Page**  
88.5x132mm portrait



**Eighth Page**  
88.5x63mm landscape

# Pulse Magazine Online and Offline

At home, at work and on the go, people look to Pulse Magazine when they are open to discovering what's going on in the local area.

Each of our magazines has its own online magazine, ensuring that our readers can have instant access to what's going on within their local community, wherever they are.

Pulse Magazine also has an ever growing audience on Social Media. This gives our readers an opportunity to interact directly with us and for our advertisers to maximise their investment without any extra costs.



**8.34**  
Minutes

Average time spent  
reading Pulse Magazines  
online by any one person.



## READ THE ARTICLES FROM NN PULSE ON OUR ONLINE PLATFORM - [NNPULSE.CO.UK](http://NNPULSE.CO.UK)

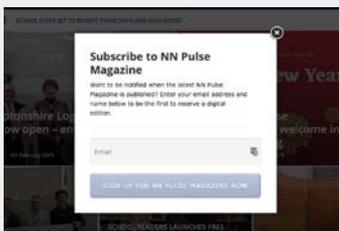
As well as being printed in the magazine articles are available on our online platforms in a digital format and publicised through our social media channels.

## READ THE ARTICLES FROM MK PULSE ON OUR ONLINE PLATFORM - [MKPULSE.CO.UK](http://MKPULSE.CO.UK)

If you were too late getting copy to us, you can opt have an article on one of our websites which we will promote through our social media channels.

## READERS SUBSCRIBE TO RECEIVE A DIGITAL COPY TO THEIR INBOX EACH MONTH

Over 3,500 subscribers receive a digital copy of the magazines via email each month. And the list continues to grow.



**Each month over 1,500 people visit our websites to read articles and engage with Pulse Magazines.**



We can deliver up to **54,000** of your leaflets each and every month.

# LEAFLET DELIVERY

We have **monthly leaflet delivery rounds** available across **Milton Keynes and Northamptonshire** including villages.

Leaflet delivery is the processes in which printed leaflets or flyers are distributed within a defined geographical area. Leaflet distribution referred to as flyer distribution, is a cost effective direct marketing strategy used by businesses and organisations to promote events, products or services.

All leaflet distribution is conducted by our trusted and professional delivery team who are vetted to the highest standard. We take our distribution service seriously and adopt a military approach in the management of staff.

If you have spare leaflets lying around the office or have a targeted campaign to run, now is the time

to make use of them. We offer an opportunity to deliver directly to 53,000 homes.

**How it works:**

- 1.** We will send you a booking form where you select the areas you wish the leaflets to be distributed to.
- 2.** You deliver your leaflet to us or arrange collection.
- 3.** We ensure they are delivered on our next magazine drop ... it's as simple as that!

**NOTE:** The magazine has a capped delivery for only 5 businesses (with no competitor) per issue.

COST EFFECTIVE

TARGETED ADVERTISING

PROVEN RESULTS

BOOK YOUR LEAFLET DELIVERY TODAY  
CALL THE TEAM 01908 465488

CELEBRATING

**10**

**YEARS**

Est. 2009



Results show that printed advertising activates areas of the brain responsible for long-term memory encoding **49% more than email** and **35% more than social media advertising**. This reveals the pivotal role printed advertising can play within the media mix to boost memorability and potentially **increase purchase intent**.

# WHAT OUR CLIENTS

# SAY ABOUT US



## **MK Pulse always provides a response**

"I have advertised with MK Pulse Magazine since its inception and have stuck with it, as it always provides a response. We also love the look and feel of the magazine; it's classy and well laid out. It is important for a local business like ours to keep in the publics' eye and Pulse Magazine provides us with that opportunity. Great bunch of people to work with too!"

*David Ball, Kitchensmart*

## **Four great enquiries in the first few days**

"We are very pleased from the results we are getting from the advert we have running in NN Pulse Magazine. In the first few days we had four great enquiries.

"I would highly recommend Pulse Magazine to anyone looking to promote their business and generate leads".

*Scott Norville, Silverstone Fleet Management*

## **The Magazines are everywhere**

"We have been working with Pulse Magazine for a number of years now and the team are fantastic. Always professional and VERY accommodating especially when it comes to deadlines. The magazine is everywhere you look in Milton Keynes and is a 'must-be-in' for clients wanting to reach their local audience.

*Leigh Strathearn, Perception PR*

**WIDELY READ**

**AFFLUENT AUDIENCE**

**PROVEN RESULTS**



Pulse Magazine is a 'must-be-in' for clients wanting to reach their local audience.

**BOOK YOUR ADVERTISING TODAY  
CALL THE TEAM 01908 465488**

# POPULAR QUESTIONS

## The most frequently asked questions by our advertisers.

We appreciate you may have lots of questions about advertising with Pulse Magazine and we are more than happy to discuss this with you. In anticipation of this, below are some of our most commonly asked questions which may help you in the first instance. There are many more on our website [www.pulsemagazine.co.uk/faq](http://www.pulsemagazine.co.uk/faq)

### 1 How much does it cost to advertise with you?

The advertising rates for each magazine are different. Please contact us and we can send you the rate card for one or both magazines.

### 2 How do I book advertising space in Pulse Magazine?

Firstly you need to decide on the size of advert you want and then call us to book. We will then send you a formal confirmation.

### 3 Can I contribute an article with my advert?

We welcome well written submissions on topics which are relevant and interesting to our readers. Ask about this when you book.

### 4 Can I pay by credit or debit card?

Yes. In this instance you would need to contact with your invoice details and we will let you know how to pay by card.

### 5 Can I pick up a copy of Pulse Magazine anywhere?

Yes. Dotted throughout the counties we cover, we have a small amount of drop-off points. These are listed on our website.



## Want to book an advert?

Call the team Monday-Friday on **01908 465488** and we will be happy to help.

**Not found what you're looking for?  
Get in touch with the team and we'll be happy to help.**

## Pulse Magazine Editor Kerry Lewis-Stevenson

Pulse Magazine was primarily created to offer local businesses a place to advertise effectively and to give the local community something they would enjoy reading, and I believe we have certainly achieved that.

At Pulse magazine, we are a diverse bunch who offer an array of skills and expertise, but some things we all share: an enthusiasm for amazing customer service, coupled with massive ambitions for our business and a work ethic that's matched only by our appetite to be the most popular local magazine.

If you have any questions about our Media Pack or would like to book your advertising space, don't hesitate to call me or a member of my team. We look forward to working with you and introducing you to our readers!



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[www.pulsemagazine.co.uk](http://www.pulsemagazine.co.uk)