

NW1

A FRESH VOICE FOR CAMDEN TOWN

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Email: info@nw1mag.com

NW1 MAGAZINE



NW1

A FRESH VOICE FOR CAMDEN TOWN

ADVERTISE ONLINE!

Concurrent with the very first issue, NW1 magazine will launch a fully-featured website – www.nw1mag.com – offering unparalleled access to an affluent audience and a unique opportunity for advertisers to communicate with them in an environment that they relate to and frequently re-visit. Based on our previous experience with sister publications, we intend to become the main one-stop website for the area.

Unlike many magazine sites, we will push the full content of our printed editions to visitors, making all articles and adverts available at all times. In addition, our site will feature comprehensive search technologies.

We will be going live at the end of November 2006, and the website will cover all aspects of Camden Town life – restaurants, bars, clubs, venues, shopping, events and much more – as well as containing all back issues of the magazine. As an example of our expertise in creating, compiling and maintaining a local website, visit our Stoke Newington magazine website www.n16mag.com which is currently attracting almost 40,000 hits per month and is number one on Google and Yahoo searches for 'Stoke Newington' and 'N16'. This is entirely due to the number of visits we receive.

For a nominal monthly sum, on the nw1mag.com home page we will provide you with a hyperlink ad leading direct to your website.

HOMEPAGE ADVERTISING RATES

| | |
|-----------------|---|
| LEADER | £200 per quarter dimensions: 728 x 90 |
| BANNER | £140 per quarter dimensions: 468 x 60 |
| HALF BANNER | £80 per quarter dimensions: 234 x 60 |
| VERTICAL BANNER | £120 per quarter dimensions: 140 x 240 |
| SKYSCRAPER | £180 per quarter dimensions: 120 x 600 |

WHY ADVERTISE IN NW1 MAGAZINE?

We will distribute to shops, restaurants, bars, estate agents, offices and a variety of other outlets across NW1, including Camden Lock and the other markets and the Roundhouse, as well as to selected outlets in the surrounding area. We will also deliver the magazine door-to-door in specially designated areas.

We are editorially led, which means that people will read the magazine closely and therefore, unlike other advertorial magazines, will spend more time looking at the advertisements.

A shelf life of minimum 6 weeks and no direct competitors.

The quality of the articles and the high standard of writing, combined with the eye-catching, contemporary design, will ensure an increasingly loyal readership.

Over 100,000 people visit Camden Town every weekend. We will ensure that the magazine is prominently displayed in the places they visit.

All back issues will be stored on our website. We make no extra charge to advertisers for this facility.

Camden Town is home to, and visited by, tens of thousands of affluent, liberally-minded consumers. The magazine, although comprehensively covering many other groups, will focus on this demographic.

The wide range of articles will attract local residents, office workers and tourists, giving advertisers access to a complete cross-section of Camden Town life.

PRODUCTION DETAILS

- A4 format, 44 pages full colour, stitched
- 100 gsm matt art paper, 170 gsm matt art cover
- 10,000 print run (projected 50,000 readership)
- publication date 18 November 2006

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PO BOX 44624

LONDON N16 5WN

TEL/FAX: 020 7249 9943

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WEB: WWW.NW1MAG.COM

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ADVERTISING: J. STONEHOUSE

A. CHAMBERS

FINANCE: A. JEANPERT

PUBLISHED BY: ZORAB PUBLISHING LTD

THE NEW, LOCAL, FREE MAGAZINE FOR CAMDEN TOWN

QUARTERLY PUBLICATION, 1st ISSUE 18 NOVEMBER 2006

PROJECTED READERSHIP OF 50,000

REGULARLY UPDATED ONLINE VERSION

NEWS, EVENTS, FEATURES, OPINIONS, COMMENTS

BARS, RESTAURANTS, SHOPPING, MUSIC, GIGS

TOP LOCAL WRITERS AND CONTRIBUTORS

DISTRIBUTED ACROSS CAMDEN TOWN AND SURROUNDING AREA

WELCOME TO NW1:
a fresh voice for Camden Town, a new, free, quarterly magazine aimed at everyone working in, living in or visiting Camden Town.

NW1 ONLINE

ADVERTISING

CONTACT NW1

LAUNCH 18 NOVEMBER 2006



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A FRESH VOICE FOR CAMDEN TOWN

The magazine is editorially led, and it covers a wide range of issues, concerns and stories which will be invaluable reading for everyone interested in what is going on in the area. Well written and designed, NW1 is a mixture of comment, features, reviews and profiles, presented in an accessible, informative, perceptive and often witty style.

The magazine is divided into five main themes:

NEWS AND COMMUNITY

News in Brief and lead stories and shorter articles of contemporary relevance to Camden, all written by local people and discussing issues of local concern

PEOPLE, PROFILES AND PLACES

Interviews, local businesses, architecture, local history and the characters who make Camden Town such a fascinating part of London

COMMENT

A forum for local people to have their say on specific issues, including Speak Out, Vox Pop and Voice from the Estate

SHOPPING

Covers and reviews local retail businesses, with each issue concentrating on specific themes, eg, clothing, food and furniture/design, with the first issue reviewing the many Xmas shopping opportunities in Camden Town

ENTERTAINMENT

Reviews and previews of the area's gigs, art, cinema, restaurants, bars and venues, including interviews with local artists and performers

NW1 is a sister publication to Stoke Newington's highly successful N16 Magazine (www.n16mag.com) which has been the market leader in the area for over seven years. Although NW1 is entirely independent – and the content will reflect this – we are grateful for the assistance of Camden Town Unlimited in helping to compile articles and for their support generally.

NW1 takes a panoramic view of Camden Town and celebrates, in an objective and entertaining manner, the rich diversity of this unique London area.

TERMS AND CONDITIONS

- All advertisements must be paid on approval of proof. Credit accounts can be negotiated and are payable strictly 28 days from the date of invoice.

- Acceptance of all advertisements is conditional upon the advertiser's assurance that advertisements do not contravene any laws or regulations and do not infringe any copyrights.

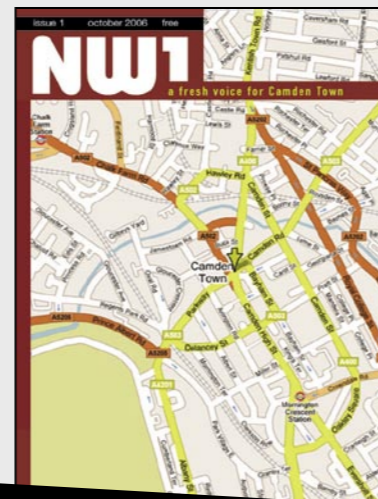
- All advertisements must be submitted by the copy date

- NW1 magazine reserves the right to refuse, amend or otherwise deal with all advertisements submitted to it at its absolute discretion and without notice. All advertisements must comply with the British Code of Advertising Practice.

- NW1 maintains an independent editorial policy and advertisers are not guaranteed an editorial mention in exchange for taking an advertisement.

- Block discounts for consecutive insertions are available by prior arrangement.

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a fresh voice for Camden
Town, a new, free, quarterly
magazine aimed at
everyone working in, living
in or visiting Camden Town.



ARTWORK DESIGN

Ideally, complete artwork should be submitted as a high resolution PDF file. If advertisements are supplied in multi-part formats, such as QuarkXpress, clients will be liable for charges incurred during the conversion process. In certain cases, our designers can produce artwork from supplied drafts. Additional fees will be charged for this service.

COPY FORMATS

Artwork can be supplied on removable media such as:

- Email (files up to 20Mb) to: design@nw1mag.com
- On removable media such as DVD/CD/ZIP or as a hard copy by post to:
NW1 Mag, PO Box 44624, London N16 5WN

FILE TYPES

High resolution (300 dpi) PDF, JPG, TIF, PSD, EPS or PNG. All fonts must be outlined and images embedded on a single layer. Colour images should be in CMYK mode, otherwise a colour variation may occur. A digital proof is advisable for all colour advertisements.

DEADLINES

All artwork must be delivered within 7 working days prior to publication.



INTRODUCTORY ADVERTISING RATES

| | |
|---------------------------|------|
| 1/8 page | £200 |
| 1/4 page | £350 |
| 1/3 page | £450 |
| 1/2 page | £550 |
| full page | £850 |
| inside front or back page | £950 |

Special online rates for full page advertisers.

DISCOUNTS

| | |
|-------------------------------|-----|
| 4 consecutive insertions | 10% |
| 6 consecutive insertions | 15% |
| over 6 consecutive insertions | 20% |

AD DIMENSIONS

| | | |
|--------------|-----------|---------------|
| 1/8 page A4 | size | 85mm x 60mm |
| 1/4 page A4 | size | 125mm x 85mm |
| 1/2 page A4 | size | 175mm x 125mm |
| Full page A4 | bleed | 300mm x 216mm |
| | trim | 297mm x 210mm |
| | type area | 180mm x 216mm |

Download this document: www.nw1mag.com/mediapack