

THE UK'S NO1 FREE PROPERTY MAGAZINE



advertising rates 2005

- **Latest Homes** is the Number One weekly property magazine for Brighton and Hove and Sussex.
- It is full colour, free and available at newsagents, estate agents and over 1,000 outlets throughout the south.
- Packed with interesting and stylish editorial, it boasts an extensive property section comprising sales and lettings plus homes and interiors editorial and advertising. **Latest Homes** also has an extensive jobs and business section. The magazine comes with **latest 7**, the weekly entertainment guide including TV listings and celebrity news, and therefore 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.
- Dream Home features including professional photography and editorial have become the most popular way to market special properties.
- **Latest Homes** covers and features are available. For details and availability please call.
- **Latest Homes** can offer creative services to advertisers at very competitive prices. Call us for details.
- Research shows that over 100,000 people across Sussex, London and the South read **Latest Homes** every week.

"We decided to use **Latest Homes** exclusively some time ago and have been thrilled with the results. Austin Gray's profile in the city is extremely important and **Latest Homes** reaches exactly the audience that we are aiming our business at."

Graham Farthing, Austin Gray

"I have only ever advertised in **Latest Homes**, as I find the magazine to be without question the most modern and the most superior quality property publication in Sussex. All the staff are extremely accommodating and reliable and most of all **Latest Homes** leads to properties selling quicker."

Joe Wheeler, Wheelers Estate Agents

"Our business is going from strength to strength as our advert in **Latest Homes** directly reaches a large part of our target audience."

Chris Lobo, Mike Ear

"It's essential for our business to advertise in **Latest Homes** – we couldn't do without it!"

Tony Slater, Home 2 Home

"What a professional partnership Bee Moved and **Latest Homes** make – we were more than surprised by the level of impact our **Latest Homes** advertisement had. We're here to stay!"

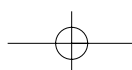
Nick Burns, Managing Director Bee Moved

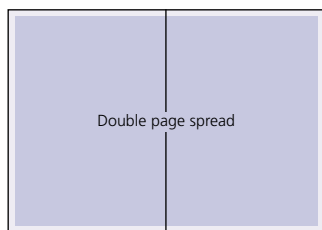
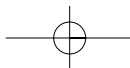
sales contact details

Advertising Director Lynne Edwards
 Telephone 01273 818150
 Email sales@thelatest.co.uk

Advertising Sales Kate Knight
 Telephone 01273 818150
 Email kate@thelatest.co.uk

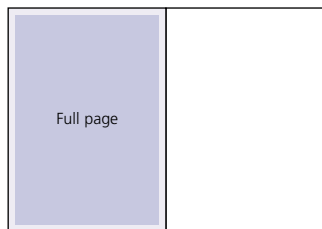
Advertising Sales Brad Levy
 Telephone 01273 818150
 Email brad@thelatest.co.uk



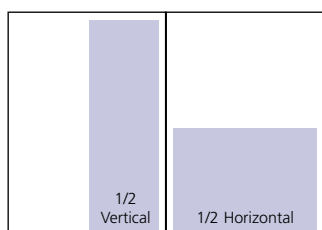


All dimensions
width mm x height mm

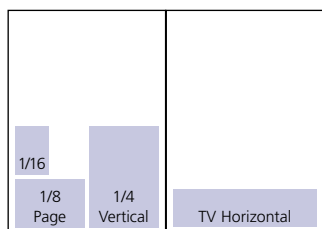
Double page spread
Bleed 426mm x 303mm
Trim 420mm x 297mm
Type 400mm x 277mm



Full page spread
Bleed 216mm x 303mm
Trim 210mm x 297mm
Type 190mm x 277mm



Half page sizes
1/2 Horizontal 190mm x 134mm
1/2 Vertical 277mm x 92mm



Miscellaneous advert sizes
TV Horizontal 192mm x 50mm
1/4 Vertical 92mm x 134mm
1/8 92mm x 64mm
1/16 44mm x 64mm
Cover Box 65mm x 35mm

advertising rates

Size	Price
Double page spread	£800
Full page	£450
Half page vertical	£250
Half page horizontal	£250
Quarter page vertical	£150
TV page horizontal	£120
Eighth page	£80
Cover box	£120
Dream Home advertising feature from	£600

SERVICE ADVERTS

The service page adverts are available in two sizes, 1/8 and 1/16 and are sold for a minimum run of six weeks.

Size	Price
Eighth page	£40 per week
Sixteenth page	£20 per week

LOOSE INSERTS

Loose inserts are available from £20 per thousand (min 5,000).

SPECIAL POSITIONS & SERIES DISCOUNTS

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

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 4.1 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, CD-R or 100MB Zip Disks, 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 Wednesday. The deadline for bookings is 14 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 five days prior to the publication date.

production contact details

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