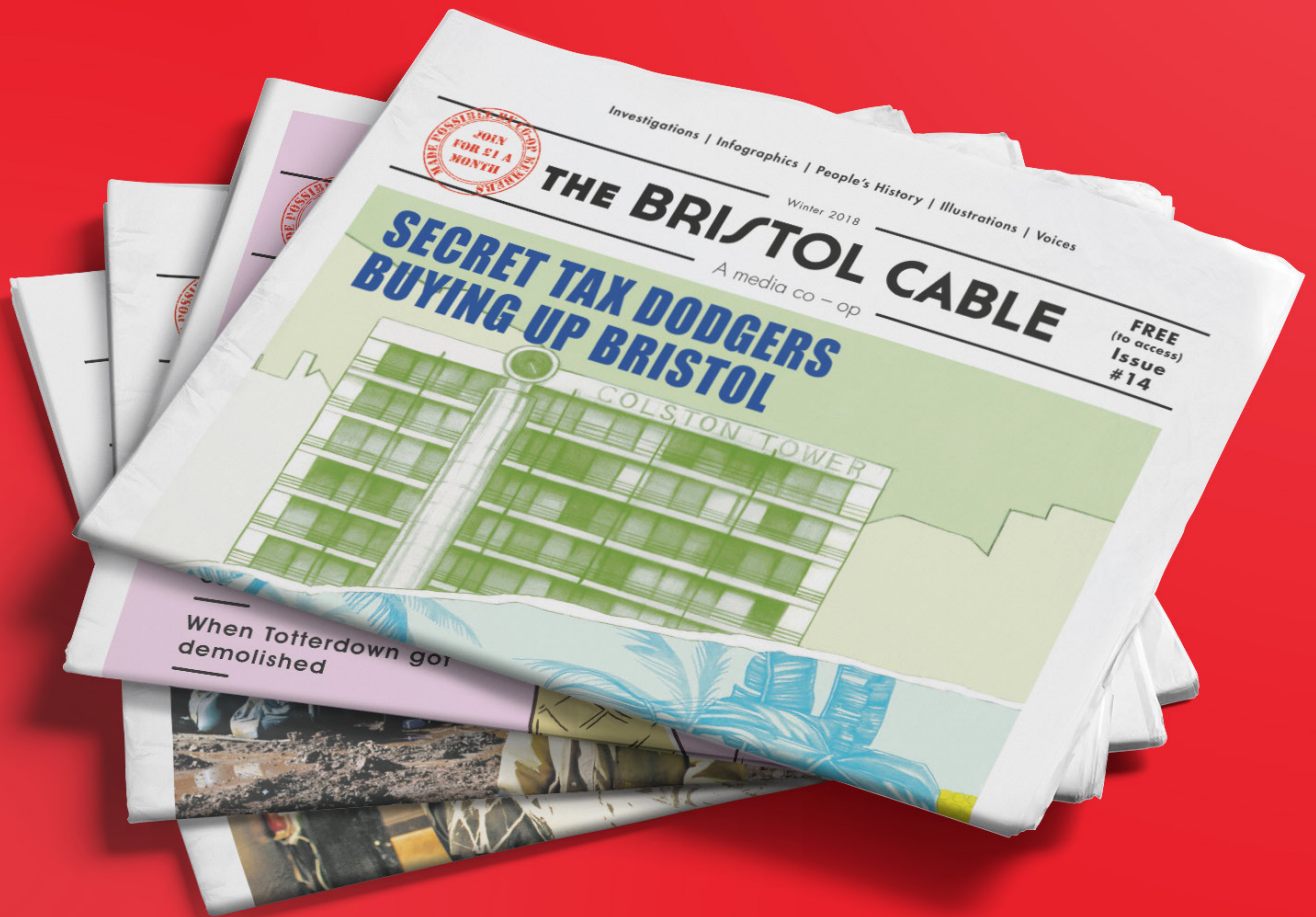




# ADVERTISING GUIDE



# Why advertise in The Cable?

**30,000 copies distributed quarterly and read by an estimated 50,000 people in the Bristol area.**

# 2,000

paying co-op members with a committed interest

# 30,000

copies distributed quarterly

# 50,000

estimated readers in Bristol and the surrounding area

# 500+

distribution locations across the city

**The Cable is co-operatively owned and produced. Finally, we have local media worth reading!**

It is a unique publication, devoured by its loyal readership. The Cable is carefully sent to members, distributed door to door in multiple neighbourhoods and placed in 550 locations across the city (pubs, cafes, community centres, universities, music venues, libraries, doctors surgeries...).

With just five pages of prominently placed adverts per 36 pages of features, illustrations and investigations, your message is guaranteed to jump off the page.

The readership is engaged in local, independent, social, ethical and green issues, events, courses and products.

The Cable has a shelf life of 3 months and is printed on high grade 52gsm paper.

There are nearly 2,000 paying co-op members who have a vested interest in the success and growth of the Cable. It is produced, owned and read by Bristolians who support an independent and local economy.

**Gay Darke**

**EMSM - Ethical Media Sale & Marketing**

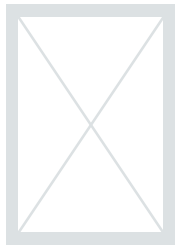
+44 (0) 776 772 2726 / +44 (0) 186 540 3339

advertising@thebristolcable.org

[www.emsm.org.uk](http://www.emsm.org.uk)



## Advertising information & rates



Display Ad	Full page	1/2 page	1/4 page	1/8 page
Orientation	Portrait	Landscape	Portrait	Portrait
Width (mm)	275	275	137.5	137.5
Height (mm)	330	165	165	82.5
Price	£750	£400	£225	£150

### Inserts

Inserts £90 per thousand (up to 10g).  
Maximum insert run 10,000.

### Discounts

A limited number of discounts are available on request for charities, social enterprises, campaign groups, NGO's, publishers and educational establishments. Also for series bookings.

### Contact

Please give Gay a call, she'll be happy to discuss your requirements and work out a suitable package.

*"I think you've done a great job – good stories and good journalism"*

**KEN LOACH** AWARD-WINNING FILM DIRECTOR



*"In a constantly shifting media landscape, I think The Bristol Cable have exactly the right idea of what a new local media organisation should be trying to do... I wish them every success; they deserve it."*

**JON HENLEY** SENIOR GUARDIAN FEATURE WRITER

### Gay Darke

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