



Your COTSWOLDLINK

Linking your business to your customers

2
great
magazines

1
trusted
brand



West Oxfordshire

Key Facts:

Distribution:

- 21,500 Homes & Businesses

Saturation Postcode Coverage:

- OX7(5), OX7(6), OX7(3), OX29(9), OX29(0), OX18(3) & OX18(1)

Cotswold Link (West Oxfordshire) is delivered to every residential & business address within the postcodes shown above.



North Cotswolds

Key Facts:

Distribution:

- 17,500 Homes & Businesses

Saturation Postcode Coverage:

- GL54(9), GL56(0), GL54(1), GL54(2), GL54(4), GL54(3) & OX18(4)

Cotswold Link (North Cotswolds) is delivered to every residential & business address within the postcodes shown above.

Why choose Cotswold Link?

- Features:**
- Full Colour
 - High Quality Advertising Publications
 - High Volume Royal Mail Delivery
 - Bi-Monthly Delivery to Homes & Businesses
 - Increased Retention Value through Regular Editorial & Features
 - FREE Website listing for all advertisers
 - FREE Advert Design
 - Magazines support local Business start ups, events & charities

Regular Editorial Features including:

- 'Out & About' Events Diary
- Seasonal Garden View
- Education Article
- Astronomy
- New Businesses & Services
- FREE Index of Advertisers

Why Royal Mail?

Since launching in 2006, Cotswold Link has been distributed by Royal Mail, and this will continue to be the case.

We are aware the some publications are delivered by volunteers, left in shops to be picked up by customers, or quote misleading 'readership' figures.

As effective as these distribution methods may be, we choose to use the best and most reliable distribution network in the UK, Royal Mail, as we don't take the trust that our advertisers place in us lightly.

Ensuring your business message reaches your potential customers, choose Cotswold Link & Royal Mail.

Trusted Distribution Partner:



Guaranteed 100% Delivery



To ALL Addresses within our Distribution Areas including remote, rural properties

**Residential
&
Business**

addresses included

Perfect for both B2b & B2C Sales

Don't just take our word for it...

" People don't ignore their post. They take time to look through it, their mind is focused on the task and they're ready to read so any unaddressed door drop material that's part of the mail is much more likely to be taken on board."

DMIS Door to Door Trends



A Trusted Brand

Research has shown that customers are **more likely to respond positively** to unaddressed mail when it is delivered by the Postman



Non Competing Policy

Royal Mail operate a policy ensuring our publication isn't delivered at the same time as a competitor, **ensuring better responses for our advertisers**



Dedicated Liaison Officer

In the rare event of a distribution query or non-delivery we have a support team at Royal Mail to respond promptly

Distribution Areas

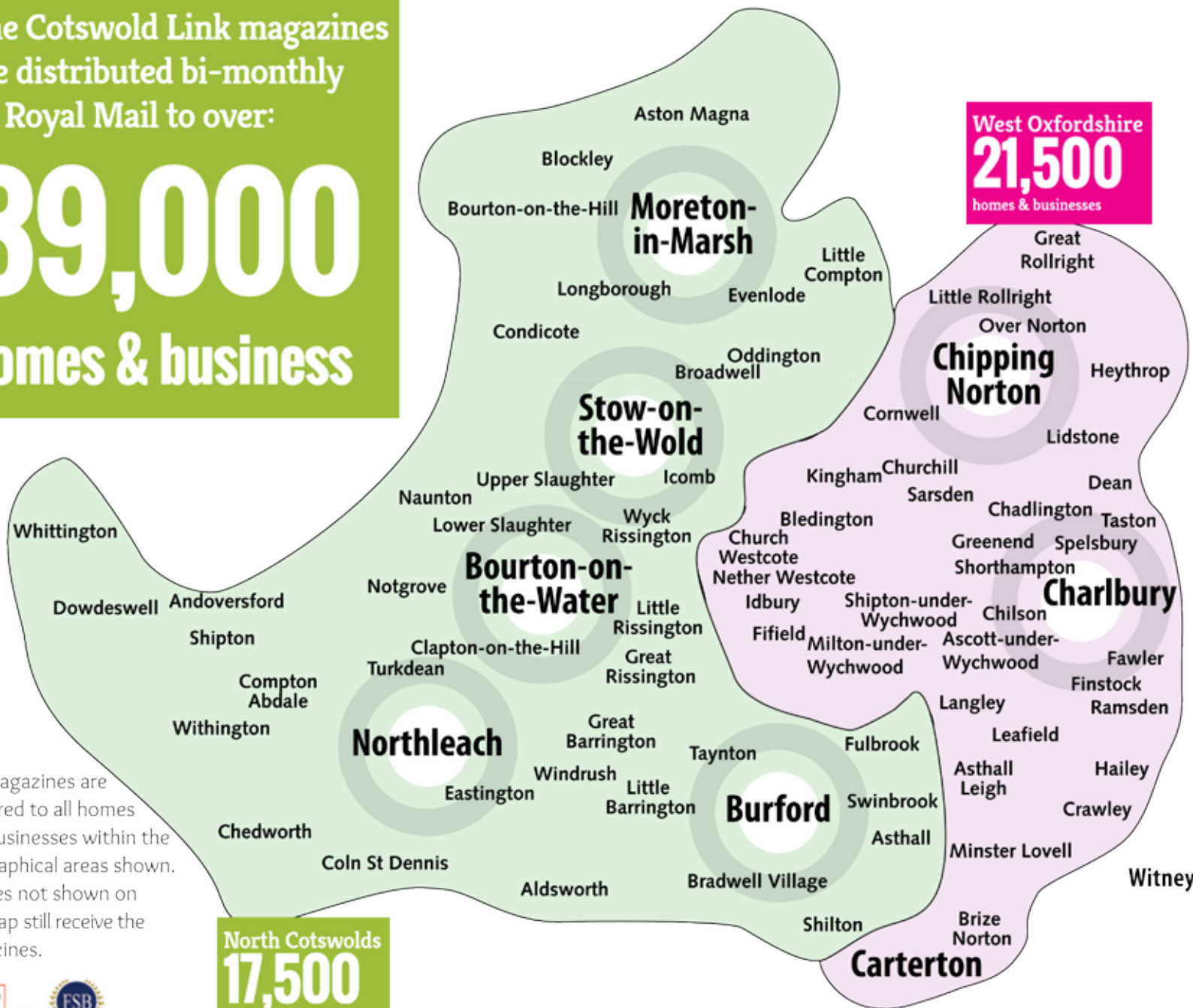
The Cotswold Link magazines are distributed bi-monthly by Royal Mail to over:

39,000
homes & business

The magazines are delivered to all homes and businesses within the geographical areas shown. Villages not shown on the map still receive the magazines.

North Cotswolds
17,500
homes & businesses

West Oxfordshire
21,500
homes & businesses



Full Distribution:

NORTH COTSWOLDS

GL54 (1): Stow-on-the-Wold, Upper Swell, Old Hinchwick, Condicote, Lower Swell, Maugersbury, Icomb

GL54 (2): Parts of Bourton-on-the-Water, Wyck Rissington, Lower Slaughter, Upper Slaughter, Little Rissington, Great Rissington, Upper Rissington, Clapton-on-the-Hill

GL54 (3): Parts of Bourton-on-the-Water, Naunton, Notgrove, Cold Aston, Calcot, Turkdean, Farmington, Sherborne, Aldsworth, Coln Rogers, Coln St Dennis, Fossebridge, Stowell, Yanworth, Northleach, Eastington, Aldsworth

GL54 (4): Compton Abdale, Withington, Chedworth, Foss Cross, Whittington, Andoversford, Sipton, Sipton Oliffe, Salperton, Hazleton, Dowdeswell, Foxcote, Kilkenny

GL56 (9): Stretton on Fosse, Todenham, Lower Lemington, Aston Magna, Dorn, Batsford, Bourton-on-the-Hill, Sezincote, Blockley, Draycott

GL56 (0): Moreton-in-Marsh, Longborough, Donnington, Broadwell, Upper Oddington, Lower Oddington, Daylesford, Adlestrop, Chastleton, Evenlode, Little Compton, Barton-on-the-Heath

OX18 (4): Great Barrington, Little Barrington, Burford, Fulbrook, Upton, Swinbrook, Taynton, Widford, Signet, Westwell, Holwell, Bradwell Grove, Shilton, Asthall

WEST OXFORDSHIRE

OX7 (6): Cornwell, Kingham, Churchill, Sarsden, Bedington, Church Westcote, Nether Westcote, Idbury, Fifield, Milton-under-Wynchwood, Shipton-under-Wynchwood, Acott-under-Wynchwood, Ascott Earl, Lyneham, Upper Milton, Ascott d'Oyley

OX7 (5): Chipping Norton, Over Norton, Little Rollright, Great Rollright, Heythrop, Lidstone

OX7 (3): Charlbury, Fawler, Finstock, Ramsden, Chilson, Shorthampton, Greenend, Chadlington, Dean, Taston, Spelsbury, Millend

OX29 (9): Langley, Leaffield, Asthall Leigh, Hailey, Crawley, Poffley End, Delly End,

OX29 (0): Little Minster, Minster Lovell

OX18 (1) & OX 18 (3): Carterton, Brize Norton



Advert Rates & Distribution Schedule

WEST OXFORDSHIRE

ISSUE	COPY	DISTRIBUTION
Jan / Feb 2024	6th December	8th January
Mar / Apr 2024	7th February	4th March
May / June 2024	10th April	6th May
July / August 2024	5th June	1st July
Sept / Oct 2024	7th August	2nd September
Nov / Dec 2024	9th October	4th November

NORTH COTSWOLDS

ISSUE	COPY	DISTRIBUTION
Jan / Feb 2024	6th December	8th January
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Sept / Oct 2024	7th August	2nd September
Nov / Dec 2024	9th October	4th November

Don't forget...

As part of our service we offer a

Free Advert Design Service

to all customers if required.

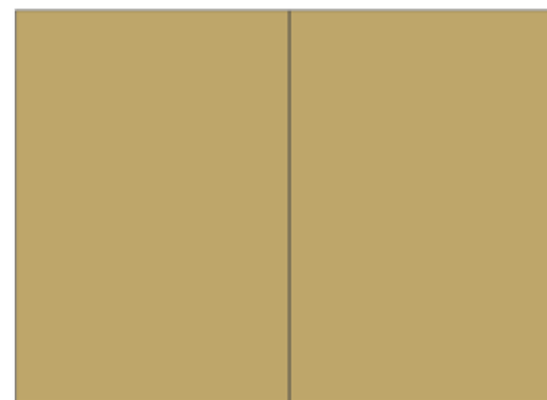
[Click here to see page 9 for more details.](#)

[To contact us click here.](#)

INTERNAL & BACK COVER ADVERT SIZE GUIDES

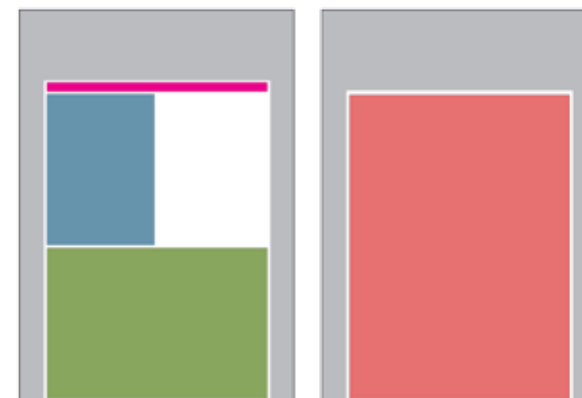
Please use these advert size guide images and the corresponding colours on the Rates Table to plan your advertisement size.

Full Artwork Specification available on p8.



ADVERT NAME:	Advert Size: (W x H) (Inside Magazine)	Advert Size: (W x H) (Front Cover)	SPECIAL POSITION:* (Per Insertion)	COST: 2 x Insertions (Per Insertion)	COST: 4 x Insertions (Per Insertion)	BEST PRICE: 6 x Insertions (Per Insertion)	COST: Front Cover: (Per Insertion)	COST: Back Cover: (Per Insertion)
Banner	N/A	162 x 15mm	N/A	N/A	N/A	N/A	£100	N/A
1/16 Page	40 x 60mm +	N/A	N/A	£55	£50	£45	N/A	N/A
1/8 Page	90 x 60mm +	N/A	£95*	£85	£80	£75	N/A	N/A
1/4 Page	90 x 130mm 190 x 60mm +	81 x 112mm	£160	£140	£125	£115	£190	£170
1/2 Page	190 x 130mm 90 x 270mm +	162 x 112mm	£270	£240	£220	£200	£300	£285
Full Page	204 x 293mm (+3mm Bleed)	162 x 228mm	£500	£460	£430	£400	£660	£620
Double Page Spread	408mm x 293mm (+3mm Bleed)	N/A	£900	£850	£800	£750	N/A	N/A

FRONT COVER ADVERT SIZE GUIDE



+ Not available on Front, Back Covers or Page Three. Front Cover advert sizes proportional to space available. Discounts do not apply for Front Cover, Back Cover, Inner Front and Page Three. Price as per Special Position or Cover insertion for these pages. * Special Position prices apply to Pages 2,3,5, 7 & 9. 1/8 page not available on Front or Back Covers, Inner Front or Page 3

[Terms & Conditions on p10](#)

[Click here to contact us or to view the current issues >](#)

New Business Advertising

Cotswold Link are committed to helping new local businesses to promote themselves to their customers for an affordable fee and so our New Business Advertising packages provide an excellent opportunity for this.

Our options for this are:

- 1/8 page advert + 1/8 page editorial for £85
- 1/4 page advert + 1/4 page editorial for £140
- 1/2 page advert + 1/2 page editorial for £240

Increased Business Exposure with larger complimentary editorial space

Get your new business message seen!

1/8 Page Advert + 1/8 Page Editorial

Complimentary Editorial Space: FREE

Overall Space:
Width: 90mm
Height: 130mm

Advert Space: £85

Width: 90mm
Height: 60mm

1/4 Page Advert + 1/4 Page Editorial

Advert Space: £140

Width: 90mm
Height: 130mm

Complimentary Editorial Space: FREE

Overall Space:
Width: 190mm
Height: 130mm

Lose Weight With Elaine

We spoke to Elaine about her plans to help others lose weight like she did. In 2014, I was short listed to be Director of the Year at Inspire 2014. I have lost an incredible amount of weight with the Cambridge Weight Plan, and I have helped so many people lose weight. I have been asked what had inspired me to lose weight and how I did it. I am now able to enjoy every moment of the rest of my life.

I look forward to hearing from you
07480 651376
elaine@cambridgeweightplan.co.uk

Lose Weight & Feel Great!

Cambridge Weight Plan provides flexible weight loss programmes for women and men. Flexible, no exercise required. Healthy, sustainable results. This is why it's the number one choice for women.

Call now for a free copy of our
07480 651376
elaine@cambridgeweightplan.co.uk

Looking after your best friend!

My Best Friend Dog Care & Grooming is a new business offering a range of services for dogs and their owners. We are currently looking for new franchisees to join our team.

Collective service available
www.mybestfrienddogcare.co.uk
info@mybestfrienddogcare.co.uk
01347 860053 / 87702 043230
Letchford Road, Leighton, MK7 3JA

my best friend dog care & grooming

- Dog Grooming
- Dog Walking
- Doggy Day Care
- Home Boarding
- Pet Sitting
- Pet Transport



We've got the keys to your Cotswold holiday

01295 244 000
www.cotswoldcottages.co.uk

New Website Now Launched

Cambridge Cottages are delighted to announce the launch of their new website: www.cambridgecottages.co.uk

The newly designed website not only looks fantastic, but it makes it easier and quicker for customers to browse and book their desired holiday properties. We spoke to owner Beverley Neidham about the new site.

The new website also offers a handy search and filter feature, allowing users to select properties in certain towns, their holiday dates and the size of the properties.

For more details visit: www.cambridgecottages.co.uk or contact Steve on 0208 852463 / cambridgecottages@icloud.com

New Year...New Bathroom?

Cotswold Link recently spoke to Country Bathrooms owners Ross & Deborah about their business and what makes it tick!

"For us it's all about offering a personal service at a competitive price. People know that when they contact us they will speak to either Deborah or myself and that we are here to help," says Ross.

Deborah continues, "We specialise in all things bathrooms and I think that people really appreciate honest advice and traditional values when they are undertaking such important work in a new bathroom."

For more information, give Ross & Deborah a call now on: 01776 143 678 / 01451 84960 or visit: www.countrybathrooms.co.uk

Country Bathrooms
"Serving all your bathroom needs"

Ross was born and raised in history and now lives in the Cotswolds. He is a City & Guilds qualified Plumber and Heating Engineer who specialises in bathroom installations, including free email bathroom design. Business since 2004.

Country Bathrooms

We are a fully qualified insured and local small business covering the Cotswolds and the Cotswolds, specializing in everything bathrooms.

Serving all your bathroom needs from colour repairs and tiling work right through to full design, supply and install.

All plumbing work is undertaken by fully qualified plumbers in the home building and most requirements and fixtures.

Our bathroom, tile replacement, showering, no suitable means, just high quality at low prices.

Free advice and estimates given with no obligation and no money required up front or until the work has been fully completed. All our customers are always available directly from our happy customers.

Call us now for a free estimate. We are a fully qualified insured and local small business covering the Cotswolds and the Cotswolds, specializing in everything bathrooms. Business since 2004.

Introducing...

24/7 Business Promotion

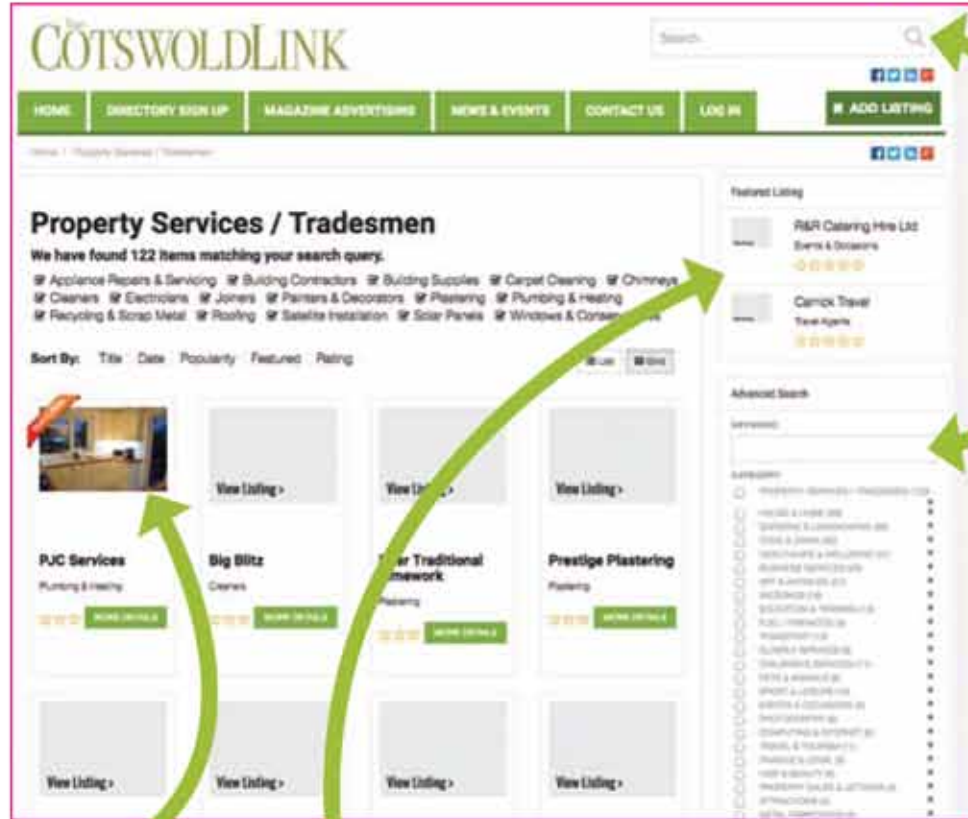
Visit our directory today:
www.cotswoldlink.co.uk

Register your business at cotswoldlink.co.uk for professional promotion

YOUR One Stop Shop for all things Cotswolds!

- Professional online presence
 - Upload photos*
 - Goods & services description
 - Goglemap link*
 - Updated daily - News & Events shared on Facebook
 - Own business website link*
 - Site Search Facility
 - Promotion in magazine
 - Only FREE - £70 a year
- * Paid Package only

Sign Up NOW at:
cotswoldlink.co.uk >



BUSINESS SEARCH allows users quickly find listings

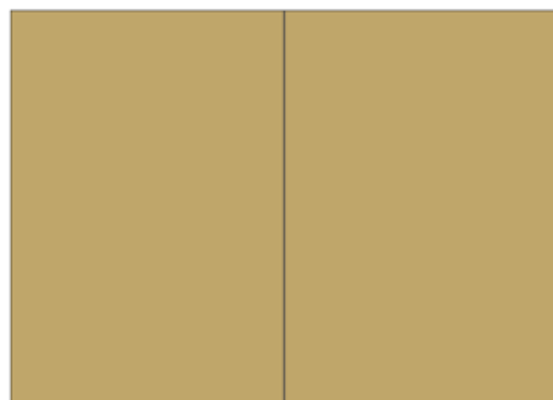
FEATURED LISTINGS displayed prominently



For full details visit: cotswoldlink.co.uk & sign up today!

Artwork Sizes & Specification

INTERNAL & BACK COVER ADVERT SIZE GUIDE



INTERNAL & BACK COVER ADVERT DETAILS:

Double Page Spread

Size: 408mm x 293mm (3mm bleed)

Please leave a minimum border of 15mm before displaying critical content within the design (eg: Contact information)

Full Page

Size: 204mm x 293mm (3mm bleed)

Please leave a minimum border of 15mm before displaying critical content within the design (eg: Contact information)

Half Page

Landscape - Size: 190mm x 130mm (No bleed required)

Portrait - Size: 90mm x 268mm (No bleed required)

Quarter Page

Portrait - Size: 90mm x 130mm (No bleed required)

Landscape / Banner - Size: 190mm x 60mm (No bleed required)

Eighth Page

Landscape - Size: 90mm x 60mm (No bleed required)

Sixteenth Page

Portrait - Size: 40mm x 60mm (No bleed required)

FRONT COVER ADVERT DETAILS:

Full Page: Size: 162mm x 228mm (No bleed required)

Half Page: Landscape - Size: 162mm x 112mm (No bleed required)

Quarter Page: Portrait - Size: 81mm x 112mm (No bleed required)

Banner: Landscape - Size: 162mm x 11mm (No bleed required)

Editorial Word Count

Please use the following information as a guide:

- 1/8 page of editorial: 100 - 130
- 1/4 page of editorial: 240 - 280
- 1/2 page of editorial: 450 - 500

Please note that a 0.5mm black border is added to all adverts, except Full Pages, when placed on the page.

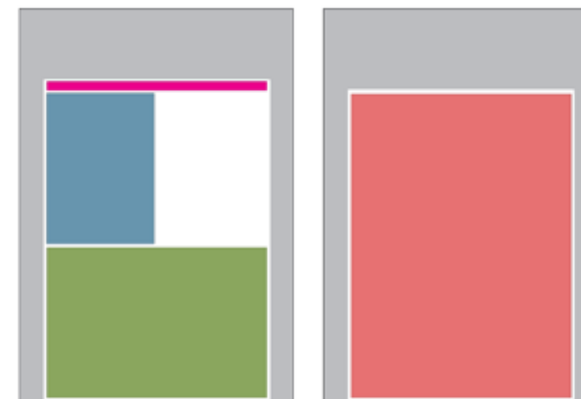
- If possible, please supply all artwork in high-res PDF format
- Bleed is only necessary on full page artwork
- Please note we are unable to open Microsoft Publisher files, these can be saved as a JPEG
- For JPEGs, please use minimal or no image compression
- Minimum recommended font size is 8pt
- Please embed all typefaces into the design

Artwork Content

Please supply the following information:

- Text headline - key message
- Bullet points explaining products or services offered (Number dependant on space booked)
- Appropriate images (Or where we can find them)
- Key colours you'd like us to use (Same as website or other marketing material)
- Your business name (As you would like it to appear)
- Your business contact details (As you would like them to appear)
- Any other key information that you feel will help us to create an advertisement that will accurately represent your business and specifically promote the message you are trying to publicise

FRONT COVER ADVERT SIZE GUIDE



www.cotswoldlink.co.uk

Christine

01609 777401 | 07742 595747
christine@jkanorth.com

Elsbeth

01904 709462
elsbeth@jkanorth.com

View the latest issues by clicking on the covers below:



Rates, Discount, Copy and Cancellation Terms

Cancellation of advertisements on or after the applicable copy date, or upto 1 week prior to the copy date, will incur a 100% administrative charge. Cancellation of advertisements between 3 weeks and

1 week prior to the applicable copy date will incur a 50% administrative charge. NOTE: If invoices for previous issues remain unpaid at the copy date for a subsequent we reserve the right to not run the advert in the subsequent issue and the cancellation terms will be applied.

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