

HELPING YOU MAGNIFY YOUR SALES

focussed

MAKE AN IMPACT ACROSS
PRINT, AIRWAVES, SOCIAL MEDIA & ONLINE!!

**NOW
BI-MONTHLY**

Focussed on connecting the community,
residents and **businesses** alike

www.focussedmarketing.com

MEDIAPACK 2020

Mission Statement:



"We deliver professional, efficient and unique advertising campaigns that use multiple media platforms that work for your business to get you effective results"

HELPING YOU BOOST YOUR SALES

focussed

TV, MAGAZINES, APPS, RADIO, LORRIES & ONLINE!!



DEADLINES 2020 Schedule

Focussed on Corby

ISSUE	COPY DEADLINE	DELIVERED
ISSUE 15	29 TH JAN	1 ST WEEK FEB
ISSUE 16	24 TH MARCH	1 ST WEEK APRIL
ISSUE 17	24 TH MAY	1 ST WEEK JUNE
ISSUE 18	24 TH JULY	1 ST WEEK AUGUST
ISSUE 19	24 TH SEPTEMBER	1 ST WEEK OCTOBER
ISSUE 20	24 TH NOVEMBER	LAST WEEK NOVEMBER

The editor has the right to change any scheduled date, these are just an indication*

Call Craig Barber on 07710 569142

or email: craig.barber@focussedpublications.co.uk

[f /Focussed.on.no1](#) [t @focussedmag](#) [/focussedpublicationsltd](#)

www.FOCUSSEDMARKETING.com

Delivered to
25,000
homes in Corby
inc: Gretton & Little Stanion

ONE TRIANGLE
61,000 HOMES
4 TOWNS
1000s OF CARS

Focussed Magazine

Focussed Magazine is a local magazine that's fresh, classy, informative and vibrant. With interesting local features, competitions, advertisements and money saving vouchers inside, it's a must read for any member of the local community and those visiting Corby.

We have a fresh, innovative approach to boost not only well established companies but those new businesses looking to get out to the masses quickly. Door dropped to 25,000 homes in Corby, including Gretton and Little Stanion bi-monthly, we aim to help the local community expose and publicise their businesses and events.

The move to bi-monthly was taken to help the events side of things more, as sometimes planning can be a little last minute, but we can still help!

By doing so we can keep the local community up-to-date with events, gigs, facilities, services and especially all the special offers and vouchers that are available to save YOU money. With our Focussed magazine vouchers you will always know where to look for a bargain!

Working with **Corby Radio** gives our clients a massive opportunity to boost their advertising, by reaching lots of Target Audiences in one hit.

With **Corby Radio** being claimed by Ofcom as 'The best Community Radio Station in the UK' we can boast that your advert will be heard by the masses, whether they are at home on the classic FM stereo listening, or via Alexa or other smart speakers, driving in the car or even at work. Being a very industrial town, Corby has a very high rate of factory workers, many of the local factories all tuned into Corby Radio. Giving great local exposure and a great subliminal way of advertising.

Not only does **Corby Radio** cover Corby, but is listened to across Kettering, Rothwell & Desborough, giving advertisers a much further spread of their advertising. Drawing in custom from other towns, that business tend to forget about!

Our unique media packages allow you to cover these 4 towns in one advertising campaign, across 3 media platforms in one hit.

PRINT = MAGAZINE ADVERT & VOUCHER

RADIO = CORBY RADIO ADVERT (COVERS ALL 4 TOWNS)

ONLINE = WEBSITE DIRECTORY LISTING
ADVERT IN DIGITAL MAG FOR VIEW OR D/L
4 POSTS PER DAY (ACROSS FACEBOOK & TWITTER)
RADIO ADVERT COVERED TO MOVIE
INVITE OF OVER 4,000+ FRIENDS TO PAGE



Corby Radio Package



Corby Radio can be heard across all 4 towns of Corby, Kettering, Desborough & Rothwell via 96.3FM on your radio, however with the use of the internet the station can be heard potentially over 100,000+ people.

Helping interlink the communities and to shout about all that's great for each town.

£429.99 per 2 month issue
That's ONLY £214.99 per month!
NOW THAT'S A MASSIVE BANG FOR YOUR BUCK!

Plus we give you the opportunity to purchase the second month or Radio Adverts, at a discounted rate!

Why choose radio advertising?

- Radio provides excellent value for money and raises your company profile quicker than any other advertising medium.
- It's available in homes, cars, shops and workplaces.
- It's there 24 hours a day and unlike newspapers listeners can be doing other things while listening to your ad! They can't turn off their ears!

Research shows that radio, along with cinema has the lowest level of advertising avoidance – people rarely switch stations, and are available to listen to any message that is relevant, creative, intriguing etc. This is a great opportunity for advertisers who want to reach out to new customers, or to tell existing customers something they didn't know. (Source: RAB)

- Radio provides the strongest memory retention of a brand or company as your message will be heard over and over again.
- Radio is a friend

Listeners use radio for emotional reasons – to keep their spirits up, to stop themselves from feeling bored in a car or isolated while doing daily chores. This leads to them seeing radio as a kind of friend, and this is a valuable context for an advertiser to appear in. It is even more powerful when advertising extends through into branded content – sponsorships & promotions. When a radio station presenter talks about "our friends at Company X", the listener is hearing about a friend of a friend – this has a strong effect on bringing a brand closer. (Source: RAB)



GOLD PACKAGE £429.99+VAT

FOCUSSED MAGAZINE AD & RADIO PACKAGE

Corby
inc Gretton & Little Stanion:
25,000 homes

**PRINT
ONLINE &
AIRWAVES**

The complete package

Includes:

- 1 - FULL PAGE MAGAZINE ADVERT (2 Months @ £225)
- 2 - SOCIAL MEDIA ADVERT PRODUCED & SHARED ON FOCUSSED SOCIAL MEDIA NETWORKS FOR 2 MONTHS
-4 Shares per day = 240 shares (2 x £60 per month = £120)
- 3 - 4,000+ invites to your Facebook page (added over the period of the booking)
- 4 - VOUCHER WITHIN MAGAZINE (Normally £55.00)
- 5 - MOVIE CREATED FROM RADIO AND MAGAZINE ADVERT TO ENHANCE ENGAGEMENT ON SOCIAL MEDIA PLATFORMS - VIDEOS RECEIVE 85% ENGAGEMENT RATE! (Normally £15)
- 6 - FREE ONLINE DIRECTORY LISTING ON www.focusseddirectory.info (Normally £35)
- 7 - FREE ONLINE ADVERT ON www.focussedmarketing.com VIA DIGITAL MAGAZINE
- 8 - FREE ADVERT DESIGN & SOCIAL MEDIA POSTS DESIGNED (Normally £60)
- 9 - DIGITAL MAGAZINE SHARED WITH ALL OUR CLIENTS & VIA SOCIAL MEDIA SITES & MAGAZINES PASSED AROUND AT REGULAR LOCAL BUSINESS NETWORKING MEETINGS
- 10- CORBY RADIO ADVERT FOR ONE MONTH

30 word advert - played 3 times through the day and played twice through the night to reach nightshift workers

THAT'S 150 PLAYS ONE MONTH!!

(RADIO ADVERT PRODUCTION COST @£100 FOR FIRST ADVERT - £60 Thereafter)

ADD SECOND MONTH RADIO @ £125

OR BOOK ALL OF THE ABOVE BUT WITH A HALF PAGE MAGAZINE ADVERT INSTEAD OF FULL PAGE

RUBY PACKAGE - HALF PAGE £329.99+VAT

Call: Craig Barber: 07710 569 142

**NORMALLY £660
SAVING YOU £230**



PRICES

CORBY

DOUBLE PAGE SPREAD	£420
OUTSIDE FRONT COVER	£250
INSIDE FRONT COVER	£280
INSIDE BACK COVER	£260
OUTSIDE BACK COVER	£300
FULL PAGE	£225
HALF PAGE	£135
QUARTER PAGE	£95
EIGHTH PAGE	£65

ADVERTORIAL
Double Page Spread £550

WEBSITE DIRECTORY LISTING
£35 - Per Year

SOCIAL MEDIA MOVIE
£15
(created from you radio advert and magazine advert)

VOUCHER in Print
£55 PER ISSUE
£27.50 per month
(TEAR OUT FROM MAGAZINE)

SOCIAL MEDIA £60 (PER MONTH)

Keep up your social media presence with our posting and sharing service. We will post your advert or a piece of material of your choice 5 times a day across various networking sites. This is crucial to today's businesses, keep the public aware of your services/products.



MIX 'N' MATCH

Please call for your bespoke package today

FREE DESIGN WITH YOUR FIRST ADVERT BOOKING
Full page advert design normally £60



www.focussedmarketing.com

RUBY PACKAGE

£329.99+VAT

NORMALLY £560
SAVING YOU £230

Includes:

- 1 - HALF PAGE MAGAZINE ADVERT (2 Months @ £135)
- 2 - SOCIAL MEDIA ADVERT PRODUCED & SHARED ON FOCUSED SOCIAL MEDIA NETWORKS FOR 2 MONTHS - 4 Shares per day = 240 shares (2 x £60 per month = £120)
- 3 - 4,000+ invites to you Facebook page (added over the period of the booking)
- 4 - VOUCHER WITHIN MAGAZINE (Normally £55.00)
- 5 - MOVIE CREATED FROM RADIO AND MAGAZINE ADVERT TO ENHANCE ENGAGEMENT ON SOCIAL MEDIA PLATFORMS - VIDEOS RECEIVE 85% ENGAGEMENT RATE! (Normally £15)
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- 10- CORBY RADIO ADVERT FOR ONE MONTH
30 word advert - played 3 times through the day and played twice through the night to reach nightshift workers

THATS 150 PLAYS ONE MONTH!!

(RADIO ADVERT PRODUCTION COST @£100 FOR FIRST ADVERT - £60 Thereafter)

ADD SECOND MONTH RADIO @ £125



BOOK A PACKAGE FOR A YEAR AND RECEIVE
10% DISCOUNT

1 YEAR FULL PAGE

6 x GOLD £429.99 = £2,579.94
1 x RADIO PRODUCTION = £100.00
MINUS 10% DISCOUNT - £257.99
GRAND TOTAL = £2,421.95

£201.82 PER MONTH

1 YEAR HALF PAGE

6 x RUBY £329.99 = £1,979.94
1 X RADIO PRODUCTION = £100.00
MINUS 10% DISCOUNT - £197.99
GRAND TOTAL = £1,881.95

£156.82 PER MONTH

*ALL PRICES SUBJECT TO VAT

The Vouchers

25,000 Homes in Corby, will receive your voucher.



£55 per 3 month issue
Thats £27.50 per month!

You may only need 1 or 2 customers to make that back and keep there custom on the back of it.

The **Focussed On Magazine Vouchers** let shops and businesses offer sales promotional coupons and vouchers to their customers and clients.

Gain new customers and draw back in old ones. Once they have tried your service/product, they will be back should they be happy with what they have received.

This is perfect for people who want to try your servive/product, but more change now with discount!



Social Media Push



£60 per month

4 shares/posts per day

Thats 120 posts per month or 240 posts for a 2 month package

2 months of Social Media is included in the various packages at a massive discount.

Keep up your social media presence with our posting and sharing service. We will post your advert or a piece of material of your choice 4 times a day across various networking sites. This is crucial to todays businesses, keep the public aware of your services/products.



Corby Facebook groups

GROUP	MEMBERS
Corby is Ace - Business	1,391
Corby is Ace 3.0	2,032
Corby Items for Sale	24,026
Corby is even Betterer	2,858
Advertise Your Business Here - Corby	412
Corby & local gigs & Stuff	424
Free to collectors in Corby area	6,075
Corby Businesses	960
New Corby items for sale	4,576
FREE to Collectors in CORBY	8,930
CORBY MUSIC EVENTS - What's On?	1,583
Items for sale, swap, wanted in Corby	9,220
For Sale in Corby	6,609
Corby is Sound an 'that	1,256
Corby items for sale 2 Any thing and everything	2,170
Corby - Family things to do	1,021
Corby Old Village Shopping	961
CORBY and neighbouring CITY, sell, buy	5,103
Tools for sale in Corby	1,183
Corby Classes (Fitness)	477
Items for Sale Corby and Around	3,011
Baby / Kids itens for sale Corby	4,753
Lots for sale Corby, Kettering and other	16,518

105,549

Here are some of the crucial tips and tools we use to spread your word across social media networks

1. Share Images on Twitter: Increase Retweets by 150%
2. Share Content More Than Once
3. Use of emoticons boosts posts by 100%
4. Emoticons make you more popular on social media
5. Emoticons make you appear more friendly and competent
3. Keep on Top of Your Brand and Find Great Content with Mention
4. Build Communities Around Actionable Hashtags
5. Structure Shares/Posts Around Your Business Objectives
6. Use Your Best-Converting Ad Copy in Your Social posts
7. Layer Your Targeting Options

SOCIAL MEDIA TIPS

FOR FOCUSSED CLIENTS

When advertising with Focussed, we recommend the following to ensure your campaign reaches its full potential

- 'Like' & 'Follow' Focussed Publications pages on Facebook & Twitter (it shows our connection and you will see our posts)
- Share the Focussed posts with your adverts/vouchers to engage with your target market
- Share your advert/voucher with any of your own groups that might be relevant
- If you have a voucher, why not pin the post to the top of your facebook page, people can see this without it being lost in your timeline. This function can be found in the drop down menu on the post itself.



We understand that Social media management can be taxing on the small business. That's where we can Help!

We offer a Social Media Management campaign to take the pressure of you. We will take control of your account/s and manage the posts and general house keeping of your pages. All for a little as **£99 per month.**

Brought to you by
focussed
WWW.FOCUSSEDMARKETING.COM

GPRS TRACKED



WE GUARANTEE DELIVERY!

We know how important it is that our magazines are delivered. In order to achieve this we are proud to introduce our new tracking system. Allowing us to watch the magazines be delivered in real time. This gives us and our advertisers a settled piece of mind

Brought to you by
focussed
WWW.FOCUSSEDMARKETING.COM

CABVERTISING

**ONLY
£120
for 3 months**

Advertise your Focussed advert in our fleet of 8 seater Corby Cabs. That's 7 possible viewers of your advert in one hit!

Your advertisement is played in 5 cabs for 10 seconds a time.

350+ plays per day per cab
10,500+ per month per cab
31,500+ per booking per cab

Your advert is played
an amazing
157,500+
times over 5 cabs

SPECIFICATIONS

www.focussedmarketing.com

	TYPE AREA width x height	TRIM AREA width x height	BLEED AREA width x height
DOUBLE PAGE SPREAD	315mm x 215mm	340mm x 240mm	346mm x 246mm
INSIDE FRONT COVER	145mm x 215mm	170mm x 240mm	176mm x 246mm
INSIDE BACK COVER	145mm x 215mm	170mm x 240mm	176mm x 246mm
OUTSIDE BACK COVER	145mm x 215mm	170mm x 240mm	176mm x 246mm
FULL PAGE	145mm x 215mm	170mm x 240mm	176mm x 246mm
HALF PAGE (V)		72mm x 217mm	
HALF PAGE (H)		145mm x 105mm	
QUARTER PAGE (V)		70mm x 105mm	
QUARTER PAGE (H)		147mm x 52mm	
EIGHTH PAGE		72mm x 52mm	

**DELIVERY
GUARANTEED**
Our distributors are GPRS
TRACKED

ADVERTORIAL The double page spread advertorial is designed in house free of charge. All that we require for the setting of the pages are as follows:

- 300 - 450 words
- High res logo
- /6 Pictures (300dpi)

WEBSITE LISTING Your business will be listed not only on the Focussed App but also the Northants Focussed Business Directory and will be active for 2 years. The listing includes info such as:

- Your logo
- Contact info
- Web address
- Location
- Vouchers

VOUCHER Get more customers through the door with our voucher service. Reach upto 61,000 homes, giving you the best chance for voucher use. Attracting new and old customers, you will make your return swiftly, whilst gaining new regular custom. The voucher will include:

- Your logo
- Contact info
- Location
- Vouchers offer

SOCIAL MEDIA Social media is a great tool for keeping your brand in the public eye! However it is very time consuming and to those less computer savvy a real chore. Let us take the stress away while we post your advert or supplied copy across the social media sites on behalf of you. Creating much more brand awareness, a crucial part of any business. We will post your copy/advert 5 times a day across Facebook & Twitter social networks.

FILE TYPES **High Res PRESS READY PDF** is the preferred format, although most file types accepted, JPEG / TIF / EPS / PSD / INDD / AI – All saved to 300dpi or higher.

SUPPLYING PICTURES: Please supply original JPEG / TIF file at the highest resolution possible. Images from Facebook and other social media may print poorly.

Call Craig:
07710 569142

Brought to you by
focussed
On Corby

SEE US IN THE MAGAZINE AND ON THE
FOCUSSED ON CORBY APP
FREE DOWNLOAD
WWW.FOCUSSEDMARKETING.COM



CONTACT INFO

focussed
P U B L I C A T I O N S



SMALL BUSINESS OF THE YEAR



Focussed Publications Ltd


Caldan House,
Unit 2, Dale Street
Corby
Northants
NN17 2BQ

To advertise contact:


Craig Barber -Director

07710 569 142

craig.barber@focussedpublications.co.uk

 /Focussed.on.no1

 @focussedmag

 /focussedpublicationsltd

www.focussedmarketing.com

DESIGN & PRODUCTION



Barbwire Design

59A Corporation Street
@ Corby Radio Studios,
Corby, Northants NN17 1NQ

07710 569 142

craig.barber@barbwiredesign.co.uk

www.barbwiredesign.co.uk

 /BarbwireDesign1

 @Barbwire_Design

 /barbwiredesign

Our Partners & supporters



CORBY
BUSINESS NETWORK
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BRITAIN'S BEST SURPRISE

