



Rugby & Lutterworth Observer

www.therugbyobserver.co.uk

MEDIA INFORMATION

ABC figures confirm that the Rugby & Lutterworth Observer has the highest distribution of any local newspaper.

Latest ABC figures for period Jan-Jun 2011

Rugby Observer 35,345 copies weekly
Rugby Advertiser 9,255 copies weekly

The news agenda has a strong community focus putting Rugbeians first and reporting their campaigns, and the ups and downs of community life.

With full colour throughout, the Rugby & Lutterworth Observer offers the most comprehensive guide to local Sales and Services, What's On pages, an informative Motoring Section, Recruitment Pages and an excellent guide to local Property for Sale and To let.

The Rugby & Lutterworth Observer offers clients the best and most cost effective way of delivering their advertising message to the most number of homes and businesses across the Rugby and it's surrounding area each and every Thursday, allied to 24/7 website promotion.

*The Rugby Observer is the local newspaper with the highest circulation and the most readers every week.

*Source: ABC Jul-Dec 2011
† JICREG 01/01/2012

AREA INFORMATION

Ashby St Ledger	Hillmorton
Barby	Hillside
Bilton	Kilsby
Bilton Admirals	Lawford Heath
Binley Woods	Long Lawford
Brandon	Lutterworth
Broughton Astley	New Bilton
Brownsover	Newbold On Avon
Butlers Leap	Overslade
Cawston	Rokeby
Church Lawford	Rugby South
Clifton On	Rugby Town East & West
Crick	West
Dunchurch	Swinford
Dunmore	Ryton on Dunsmore
Coton M'dow	West Haddon
Harborough - Magna	



COLUMN WIDTHS

1 Col.	24mm
2 Col.	51mm
3 Col.	77.5mm
4 Col.	104.5mm
5 Col.	131mm
6 Col.	158mm
7 Col.	184.5mm
8 Col.	211.5mm
9 Col.	238mm
10 Col.	265mm

RATE INFORMATION

Run of Paper	£6.30
Classified	£6.30
Property	£6.30
Entertainments	£6.30
Motors	£6.30
Sits Vac	£10.00
Public Notices	£9.85
Run of Paper (*Full Page)	£1,930.00
Property (*FP)	£1,930.00
Motors (*FP)	£1,930.00
Sits Vac (*FP)	£3,100

ALL PRICES CALCULATED PER COLUMN CM.

USEFUL INFORMATION

Publication Day:	Thursday
Copy Deadline:	Tuesday 5pm
Recruitment Deadline:	Wednesday Midday
Artwork Upload:	www.adfast.co.uk
Email:	adverts@bullivantmedia.com
Disks Accepted:	DVD/CD
File Formats:	EPS with fonts embedded PDF/TIF/JPEG

FULL COLOUR THROUGHOUT
PDF FORMAT FILES CAN ALSO BE SUPPLIED VIA ADFAST.



TO GIVE YOUR BUSINESS THE SUPPORT & PROMOTION IT DESERVES
PLEASE CALL US FOR THE DETAILS

52,306

Readers weekly
JICREG 01/01/2012

35,345

(100% FREE)
ABC Jul-Dec 2011



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