

CONTACT INFO

focussed
PUBLICATIONS

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

f /Focussed.on.no1

@focussedmag

/focussedpublicationsltd

www.focussedmarketing.com



DESIGN & PRODUCTION



Barbwire Design

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

07710 569 142

craig.barber@barbwiredesign.co.uk

www.barbwireddesign.co.uk

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Our Partners & supporters



NORTHAMPTONSHIRE
BRITAIN'S BEST SURPRISE



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

MEDIA PACK 2021

Mission Statement:

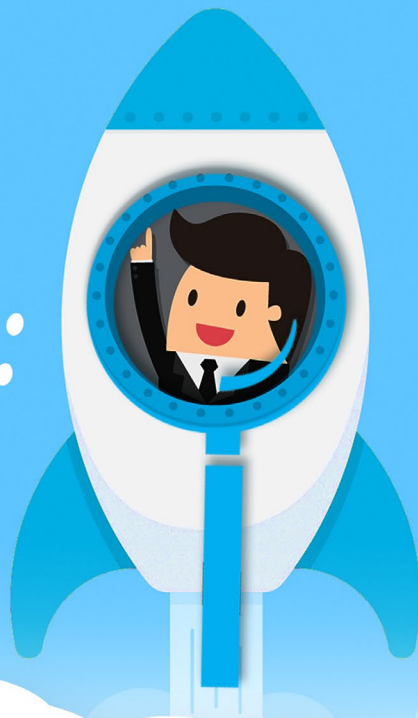


"We deliver professional, efficient and unique advertising campaigns that use multiple media platforms that work for your business to get you effective results"

HELPING YOU BOOST YOUR SALES

focussed

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



DEADLINES 2021/2 Schedule



Focussed on Corby

ISSUE	COPY DEADLINE	DELIVERED
ISSUE 21	24 TH JULY	1 ST WEEK AUGUST
ISSUE 22	24 TH SEPTEMBER	1 ST WEEK OCTOBER
ISSUE 23	24 TH NOVEMBER	LAST WEEK NOVEMBER
ISSUE 24	24 TH JANUARY	1 ST WEEK FEBRUARY
ISSUE 25	24 TH MARCH	1 ST WEEK APRIL
ISSUE 26	24 TH MAY	1 ST WEEK JUNE

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](#) [i /focussedpublicationsltd](#)

www.FOCUSSEDMARKETING.com

Delivered to
25,000
homes in Corby
inc: Priors Hall, Weldon & Little Stanion

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!

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

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
MAGAZINE VOUCHER

RADIO = CORBY RADIO ADVERT (COVERS ALL 4 TOWNS)
15 SECOND ADVERT PLAYED 5 TIMES PER DAY

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

Corby Radio
Coverage



Corby Radio Package

Corby Radio can be heard across all 4 towns of Corby, Kettering, Desborough & Rothwell, and surrounding villages 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
Thats ONLY £214.99 per month!
NOW THATS 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)



BI-MONTHLY MAGAZINE

2 MONTH FOCUSED PACKAGE

Corby
 inc Priors Hall,
 Weldon &
 Little Stanion:
 25,000 homes

**PRINT
 ONLINE &
 AIRWAVES**
 The complete package

GOLD PACKAGE - £429.99+VAT JUST £215 PER MONTH!

NORMALLY £760 – SAVING YOU £330

Includes:

- FULL PAGE MAGAZINE ADVERT** - Through 25,000 homes of Corby
- SOCIAL MEDIA POSTS / SHARES VIA FOCUSED**
 SOCIAL MEDIA NETWORKS FOR 2 MONTHS
 -4 Shares per day = 240 shares (2 x £60 per month = £120)
- 4,000+ invites to you Facebook page** (added over the period of the booking)
- VOUCHER WITHIN MAGAZINE** : Attract new and old customers with a offer (Normally £60.00)
- MOVIE CREATED FROM RADIO AND MAGAZINE ADVERT** TO ENHANCE ENGAGEMENT ON SOCIAL MEDIA PLATFORMS - VIDEOS RECEIVE 85% ENGAGEMENT RATE! (Normally £25)
- FREE ONLINE DIRECTORY LISTING ON www.focusseddirectory.info** (Normally £35)
- FREE ONLINE ADVERT ON www.focussedmarketing.com** VIA DIGITAL MAGAZINE
- FREE PROFESSIONAL ADVERT DESIGN**:- Over 22 years experience (Normally £60)
- DIGITAL MAGAZINE SHARED WITH ALL OUR CLIENTS & VIA SOCIAL MEDIA SITES**
 & MAGAZINES PASSED AROUND AT REGULAR LOCAL BUSINESS NETWORKING MEETINGS
- 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 IN ONE MONTH!
ADD SECOND MONTH RADIO @ £125
 (PROFESSIONAL RADIO ADVERT PRODUCTION COST @£100 FOR FIRST ADVERT - £60 Thereafter)

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

BOOK FOR A YEAR
 AND RECEIVE
10% DISCOUNT

PRICES

All prices subject to VAT

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
OR DOUBLE PAGE SPREAD

£550

**WEBSITE
DIRECTORY
LISTING**

£35
- Per Year

**SOCIAL
MEDIA
MOVIE**

from £15
(created from you radio advert
and magazine advert to bring
it to life onf social edia or your
website)

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 todays
businesses, keep the public aware of your
services/products.



**MIX 'N'
MATCH**

Please call for your
besoke package today

FREE DESIGN WITH YOUR FIRST
ADVERT BOOKING

Full page advert design normally £60



www.focussedmarketing.com

RUBY PACKAGE - £329.99+VAT **JUST £165 PER MONTH!**

**NORMALLY £590
SAVING YOU £285**

Includes:

- 1 - **HALF PAGE MAGAZINE ADVERT** to 25,000 homes in Corby
- 2 - **SOCIAL MEDIA POSTS / SHARES** VIA FOCUSED
SOCIAL MEDIA NETWORKS FOR 2 MONTHS
-4 Shares per day = 240 shares
- 3 - **4,000+ invites** to you Facebook page
- 4 - **VOUCHER WITHIN MAGAZINE** : Attract new and old customers with a offer
- 5 - **MOVIE CREATED FROM RADIO AND MAGAZINE ADVERT** TO ENHANCE ENGAGEMENT ON SOCIAL
MEDIA PLATFORMS - **VIDEOS RECEIVE 85% ENGAGEMENT RATE!**
- 6 - **FREE ONLINE DIRECTORY LISTING** ON www.focusseddirectory.info
- 7 - **FREE ONLINE ADVERT** ON www.focussedmarketing.com VIA DIGITAL MAGAZINE
- 8 - **FREE PROFESSIONAL ADVERT DESIGN**: - Over 23 years experience
- 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



THATS 150 PLAYS ONE MONTH!!
ADD SECOND MONTH RADIO @ £125

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

BOOK A PACKAGE
FOR A YEAR AND
RECEIVE
**10%
DISCOUNT**

**BOOK
1 YEAR
FULL PAGE
RADIO PACKAGE**

6 x GOLD £429.99 = £2,579.94
MINUS 10% DISCOUNT - £257.99
GRAND TOTAL = £2,321.95

**ONLY
£193.50
PER MONTH**

**BOOK
1 YEAR
HALF PAGE
RADIO PACKAGE**

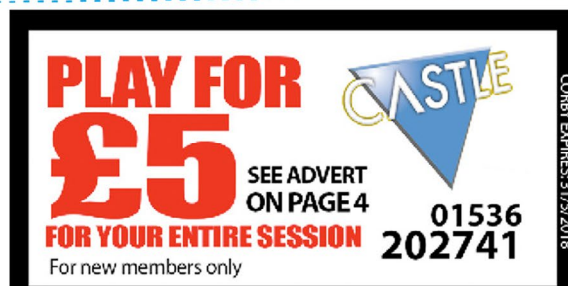
6 x RUBY £329.99 = £1,979.94
MINUS 10% DISCOUNT - £197.99
GRAND TOTAL = £1,781.95

**ONLY
£148.83
PER MONTH**

*ALL PRICES SUBJECT TO VAT

The Vouchers

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



£60 per 2 month issue
Thats £30 per month!

You may only need 1 or 2 customers to make that back and keep their 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 service/product, and with your discount you stand a higher chance of return!



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.

Enhance your social media presence with our posting and sharing service. We will post your advert or a copy/image of your choice 4 times a day across various networking sites. This is crucial to todays businesses, keeping the public aware of your services/products at all times.



Corby Facebook groups

GROUP

Corby is Ace - Business
 Corby is Ace 3.0
 Corby Items for Sale
 Corby is even Betterer
 Advertise Your Business Here - Corby
 Corby & local gigs & Stuff
 Free to collectors in Corby area
 Corby Businesses
 New Corby items for sale
 FREE to Collectors in CORBY
 CORBY MUSIC EVENTS - What's On?
 Items for sale, swap, wanted in Corby
 For Sale in Corby
 Corby is Sound an 't that
 Corby items for sale 2 Any thing and everything
 Corby - Family things to do
 Corby Old Village Shopping
 CORBY and neighboring CITY, sell, buy
 Tools for sale in Corby
 Corby Classes (Fitness)
 Items for Sale Corby and Around
 Baby / Kids items for sale Corby
 Lots for sale Corby, Kettering and other

MEMBERS

1,391
 2,032
 24,026
 2,858
 412
 424
 6,075
 960
 4,576
 8,930
 1,583
 9,220
 6,609
 1,256
 2,170
 1,021
 961
 5,103
 1,183
 477
 3,011
 4,753
 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

PRODUCTS & SERVICES

MAGAZINE ADVERTISING

RADIO ADVERTISING

FOOTBALL PROGRAMME ADVERTISING - Corby Town FC

GRAPHIC DESIGN - ALL FORMS - LOGO - BUSINESS CARDS - FLYERS - POSTERS

SIGNAGE - SHOP SIGNS INSIDE AND OUT - BANNERS - POPUPS

WEBSITE DESIGN - BASIC & ADVANCED

PRINTING - LEAFLETS - POSTERS - BUSINESS CARDS - BROCHURES

DISPLAYS - ROLLER BANNERS - SIGNAGE

OUTDOOR DISPLAYS - TENTS - POPUPS - BANNERS

COVID SAFE PRODUCTS - SCREENS - SELF SANITISING CLOTHS

PERSONALISED GIFTS - PENS - USB'S - BADGES - DIARIES - TOTE BAGS

SOCIAL MEDIA VIDEO - 85% MORE ENGAGEMENT ON YOUR POSTS

VOUCHERS - 25,000 VIA THE MAGAZINE

SOCIAL MEDIA CAMPAIGNS POSTS

LEAFLET DISTRIBUTION @ £35 PER 1000

COPY WRITING & PR

TO MAKE AN **IMPACT**

ON YOUR NEXT AD CAMPAIGN CALL US TODAY

Craig: 07710 569 142

craig.barber@focussedpublications.co.uk

[f /Focussed.on.no1](https://www.facebook.com/Focussed.on.no1) [t @focussedmag](https://twitter.com/focussedmag)

www.focussedmarketing.com

LEAFLET DROPS

We will deliver you leaflet with our magazine

AMAZING
VALUE

£35^{+ VAT}
Per 1000

STAND OUT FROM THE COMPETITION!

Brought to you by
focussed

Contact Craig Barber on

T: 07710 569 142

E: craig.barber@focussedpublications.co.uk

www.focussedmarketing.com

fMV VIDEO ADVERTISEMENT

Focussed Marketing Video

VIDEO PRODUCTION BUNDLES

Video Marketing has become an essential tool for all businesses no matter their size, online presence is of up most importance in this day and age and should not be ignored.

We have recognised this at Focussed, and realise this is simply not within many business owners skill set. Thinking it may cost the earth to get some simple videos produced. That's where we step in and take the hassle away from you.

Videos can enhance your company branding in many ways, but here are 8 main benefits:

1. Video Boosts Conversions and Sales
2. Video Shows Great ROI
3. Video Builds Trust
4. Google Loves Videos
5. Video Appeals to Mobile Users
6. Video Marketing Can Explain Everything
7. Video Engages Even the Laziest Buyers
8. Video Encourages Social Shares



Call: Shaun Coleman:

07773 586 006

shaun.coleman@focussedpublications.co.uk

www.focussedmarketing.com

We will create a video for based on your existing website, in which we will choose a template we feel best suites your information supplied/business.

Taking away all the stress that comes with it.

Once the video has been created you get a chance of revision to confirm the details are correct and you are happy with the video.

A video will be created for your website and social media network platforms;

- ✚ Facebook
- ✚ Twitter
- ✚ LinkedIn
- ✚ Youtube
- ✚ Instagram



WHAT WE NEED FROM YOU:

- ✚ **5 x IMAGES**
- ✚ **5 x TEXT MESSAGES -**
up to 30 Characters to accompany these images
- ✚ **COMPANY CONTACT INFORMATION**

*further information may be required in which we will contact you.

PRICES:

- ✚ **ONE VIDEO** @ £30 +vat :: Downloadable in an .mp4 format
- ✚ **THREE VIDEOS** @ £25 +vat = £75.00 +vat
- ✚ **FIVE VIDEOS** @ £20 +vat = £100.00 +vat
- ✚ **ADVANCED/LONG VIDEOS** start from £40 +vat

More bespoke videos are available, all that is needed is a quick chat to clarify your specific needs. We have a wealth of templates to suite any type of client/industry at our disposal. We can send you a link for you to browse and pick your preferred template if this is something you wish to be in control of.

focussed
Marketing Services

Call: Shaun Coleman:

07773 586 006

shaun.coleman@focussedpublications.co.uk

www.focussedmarketing.com

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



**Do you need uniform like the new
Focussed Publications Uniform?!**

SEE OUR FULL RANGE OF PRODUCTS AND OUR MANY OTHER SERVICES AT
www.focussedmarketing.com

focussed
Products

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** ● **2/6 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.