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MEDIA PACK 2022



# THE LITTLE MAGAZINE WITH A BIG HEART

**MaHa Magazine** has been published quarterly since January 2019 and showcases the very best Harborough has to offer.

From shops to charities, events to start ups, and everything in between. We started **MaHa** to show that regional publishing doesn't have to be glossy pages crammed with adverts. It can be something contemporary, something with real design flair and proper stories that residents of Harborough actually want to read.

Since starting in 2019 we have grown in popularity. So much so that we have overtaken our nearest rivals in terms of social media following. We understand the importance of community and take our social channels seriously.

Choosing an advert with **MaHa** is choosing the authentic option. We don't fill page after page with adverts to be skipped over, we let adverts breathe and mingle with the editorial so that each one is actually looked at. We limit the amount of adverts we place to ensure that the magazine remains a quality publication. Above all this, we want the magazine to be free, always, and for everyone.



# FRESH. MODERN.

We've worked in print for a long time and we still haven't lost the love of holding a printed magazine. In today's digital age, a magazine is a real treat, to be flicked through leisurely while taking time away from the screen. With this in mind, we want to create a beautiful magazine that readers will take their time over.

# CELEBRATE. LOCAL.

We deliver to 2000-3000 homes each quarter, with a further 1000 handed out to local shops, bakeries, cafés, library and train station to be picked up for free. In addition, we publish the whole magazine online, configured to be read comfortably on any device. These issues remain online to be looked at permanently.

Our rates reflect the fact that we are a small magazine with a big heart, and enable smaller businesses to get a foot in the advertising door. However, if you have concerns over your budget, we are always willing to discuss ways in which you can receive the MaHa treatment.

## FREQUENCY

Published quarterly in JANUARY, APRIL, JULY & OCTOBER

## DISTRIBUTION

Market Harborough and surrounding villages within a 3 mile radius.

## CIRCULATION

3000 copies

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## SOCIAL MEDIA

Via our Facebook and Instagram feeds we reach our readers on a daily basis and keep our community connected.

We have social media experts spreading the MaHa love with stylish posts on Instagram and Facebook, as well as supporting local businesses by curating the best content to share with our community.



@maha\_magazine



@MAHAMagazineUK

# RATE CARD 2022



**DOUBLE PAGE SPREAD £725**



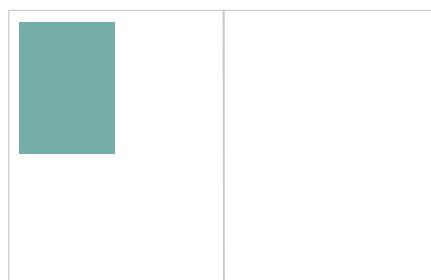
**INSIDE FRONT / BACK COVER £400**



**FULL PAGE £375**



**HALF PAGE £190**



**QUARTER PAGE £110**

## PRINT SPECIFICATIONS

**Double Page Spread** w:420mm x h:269

(plus 3mm bleed outside edges and 6mm gutter bleed)

**INSIDE FRONT/BACK PAGE/FULL PAGE** w:210mm x h:269mm

(plus 3mm bleed outside edges and 6mm gutter bleed)

**HALF PAGE LANDSCAPE** w:210mm x h:134.5mm

(plus 3mm bleed outside edges and 6mm gutter bleed)

**HALF PAGE PORTRAIT** w:105mm x h:269mm

(plus 3mm bleed outside edges and 6mm gutter bleed)

**QUARTER PAGE** w:105mm x h:134.5mm

(plus 3mm bleed outside edges and 6mm gutter bleed)

## ADVERTORIALS

The MaHa editorial team can work with you to develop a more bespoke solution. Advertorials are limited to Double Page Spreads and Full Pages.

Please contact Zoe for more information

[advertising@mahamagazine.co.uk](mailto:advertising@mahamagazine.co.uk)

# GET IN TOUCH

EDITORIAL ENQUIRIES

**GEMMA BARDER**

[EDITORIAL@MAHAMAGAZINE.CO.UK](mailto:EDITORIAL@MAHAMAGAZINE.CO.UK)

ADVERTISING ENQUIRIES

**ZOE BROOKS**

[ADVERTISING@MAHAMAGAZINE.CO.UK](mailto:ADVERTISING@MAHAMAGAZINE.CO.UK)

# WHAT THEY SAY ABOUT US



“

MAHA MAGAZINE IS THE PERFECT MAGAZINE FOR HARBOROUGH. AS AN INDEPENDENT RETAILER WITHIN THE TOWN, IT'S SO IMPORTANT THAT WE ADVERTISE AND WORK WITH LOCAL PEOPLE. MAHA IS A MAGAZINE FOR LOCAL PEOPLE, FEATURING LOCAL PEOPLE AND CREATED BY LOCAL PEOPLE. NOT ONLY IS THE CONTENT FANTASTIC AND THE MAGAZINE FREE, BUT THE STYLE AND FEEL OF THE MAGAZINE IS HIGH QUALITY, MAKING IT EVEN MORE SPECIAL.

JARROD, Owner of Randalls

**“**

VERY EXCITED TO RECEIVE THE LATEST EDITION  
OF MAHA MAGAZINE. WE REALLY ARE SO LUCKY  
TO HAVE THIS MAGAZINE PRODUCED TO SUCH  
HIGH QUALITY AND FREE OF CHARGE.

DOMINEE, Bowden Stores

“

I LOVE MAHA. I HAVE A COLLECTION  
OF EACH ISSUE IN MY GUEST ROOM TO  
SHOW OFF HOW GREAT OUR TOWN IS!

JULIE

“

IT'S THE ONLY MAGAZINE WE KNOW THAT PEOPLE NOT ONLY TAKE NOTICE OF, BUT GENUINELY LOOK FORWARD TO COMING OUT, AND TAKE A SELF-CARE 'MOMENT' TO DEVOUR AND ENJOY. WHICH NOT ONLY REFLECTS THE WORK THAT GOES INTO EACH EDITION, BUT THE IMPORTANCE OF THE MAGAZINE TO THE READER AND WIDER COMMUNITY.

JODIE, The Eco Village

“

I ALWAYS POST MY COPY TO MY MUM WHO HAS NOW MOVED AWAY FROM THE AREA. SHE WISHES IT HAD BEEN AROUND IN HER DAY, BUT SHE LOVES TO HEAR ABOUT EVERYTHING THAT IS HAPPENING NOW!

KATIE

“

YOU'VE CREATED AN AWESOME  
MAGAZINE SHOWCASING EVERYTHING  
THAT IS GREAT ABOUT OUR TOWN.  
WELL DONE YOU!

THE GARAGE BAKEHOUSE

“

JUST PICKED A COPY UP AT THE  
STATION, WHAT A FANTASTIC READ!

CARL