



Worthing
BOROUGH COUNCIL

vibe

THE MAGAZINE FOR
PEOPLE IN WORTHING

GET INTO THE VIBE!

This is your opportunity to get your message delivered direct to over 98,000 people across the Worthing Borough!

LOCAL INTEREST STORIES – GIVING THE VIBE A UNIQUE SHELF-LIFE
GUARANTEED DOOR-TO-DOOR DELIVERY – THERE'S NO BETTER DISTRIBUTION METHOD
REACH EVERY HOUSEHOLD IN THE BOROUGH – INCREASE YOUR BUSINESS LOCALLY
FREE ADVERTISEMENT DESIGN – PROFESSIONAL DESIGN FOR YOUR COMPANY, FREE!

vibe

together in
Worthing



vibe – a fresh look at life in Worthing

Vibe is the only colour publication dedicated to Worthing Borough's residents and businesses. From new services to events, if it's in Worthing, it's in Vibe!

Produced three times a year by Worthing Borough Council, vibe reaches over 98,000 people through the Royal Mail and is also available for free collection from libraries, community centres, civic offices and other strategic locations.

Packed with lively, informed editorial, great images and stylish design, vibe provides a valued source of information for local events, council activities and services as well as being a forum for local community and development issues. Vibe has a guaranteed 70% editorial content, meaning that residents will look at it time and again to find out everything about the local area.

This is your chance to get involved and promote your company to over 98,000 of your local customers.



Why the vibe?

There are many benefits to advertising within vibe. These include:

- Being associated with a professionally designed high quality publication
- Unbeatable distribution door-to-door via Royal Mail to every household in the Borough
- Knowing that you are advertising in the ONLY full colour door to door publication in the Borough!
- Free advertisement design, ensuring you have the highest possible quality advertising for your business
- Having the backing of Worthing Borough Council, a fact which gives the publication credibility in the local community
- Targeting the local community – why waste money advertising beyond your catchment area?

What will vibe do for your company?

- Get your message into every home in the Borough
- Raise your profile within the local community
- Encourage more people to use your services

Vibe will be published three times a year, giving you three unique opportunities to get your message to your customers.

The next two editions will be published in
February 2009
May 2009
October 2009

With 50,000 copies being distributed door-to-door and more available to collect from strategic locations, vibe has the highest degree of visibility of any publication in the local community, making it the perfect vehicle for your advertising work.

“Thanks for persuading me to advertise in Vibe, as you know I was sceptical of a mail drop brochure to 66,000 doors in Worthing (and the response I would get for my AgeDefy Serum Offer) but, it was great and with 8 orders over the first 2 days, one of the best campaigns I have done to date, including national press and magazines!”

Denise Bell-King, Age Defy Serum, Arundel
0800 848 8101/8122 www.agedefyserum.com

How much does it cost to get involved?

Advertising in vibe is affordable for companies of all sizes.

Rates are as follows:

Advert Size	Cost	Dimensions (h x w)
Full Page	£800	297mm x 210mm (+ 3mm Bleed)
Half Page	£450	131mm x 180mm
Quarter Page	£250	131mm x 88mm
Eighth Page	£140	63mm x 88mm
Sixteenth Page	£75	63mm x 42mm

All rates quoted are for Full colour insertions and are exclusive of VAT. Please email artwork to studio@grapevineprint.co.uk

Price adjustments

Members of Worthing's Economic Partnership - Worthing First: 10% on advertising on production of their Worthing First membership number.

Series advertisements: a 10% discount on each advertisement will apply.

Specified positions: +10%

Should you not have any artwork available, then our professional design studio will work with you to design the advert you want – free of charge!

To book your advertisement please telephone Michael, Vicki or Steve on **0870 1900 220** or e-mail info@camcentral.co.uk