

FR
OM Plymouth

OM

PLYMOUTH

Plymouth & South Hams
Leading Lifestyle Magazine

Wolferstans Solicitors
Meet the major Plymouth law firm with
history dating back to 1812

Cedarwood Arts
Paul & Andy Mills have combined their talents
to create handmade, bespoke art

Shapla Balti Cuisine
Mr Moshahid Ali has been nominated once
again for the British Curry Awards

WIN!
A Gin tasting
experience
for two worth
£40!

Summer Days Out
Find out the best ways to get from A to Z

Home + Pets + Leisure & Events + Eating & Drinking + Law & Finance

Plymouth & South Hams
Leading Lifestyle Magazine

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ng Lifestyle

The Perfect Start
Store Manager, Mark Burrage, gives
insight into what makes the perfect

Personal & Real Estate
PRC has been helping vulnerable people
Plymouth and the South West for 25 years

MazingTree
Customer care is at the heart of everything
IT support to telecommunications services

**Mortgage
Advice Bureau**
Features in this month's
Best Businesses and Entrepreneurs

**Families are
Yes, the two really do go together**

Home + Pets + Leisure & Events + Eating & Drinking

Summer

Late summer guide

Home + Pets + Leisure & Events

Media Pack

About Our Magazine

OM Magazine is one of Plymouth's leading lifestyle magazine's, which also has a strong presence in the South Hams.

Presented in an A4 format and printed in full gloss colour with a quality gloss front cover, the publication itself appeals to a very wide range of readers, both male and female, ranging from 18-80 years of age. With a loyal and established readership of over 45,000 people in the local area throughout the year.



The OM Plymouth Magazine has been established since 2004, with a reputation for listing mouth-watering places to eat, great value discounts from local companies, plus our jam packed Whats on and Film Guides. Each issue is packed full of appealing editorials and interesting client based features that will guarantee to keep every reader interested.

The OM Magazine takes pride in the frequent positive feedback we receive from our clients. Daniel Lewis Sales Manager Nuffield Health Fitness & Wellbeing tells us:

"Nuffield Health fitness and wellbeing has advertised with the Plymouth OM Magazine on and off for over 2 years now. The team at Oracle Publications have always provided invaluable advice with regards to singling out our unique USP's of the club and creating a format suitable for our target audience.

We have always had a very good response advertising in the OM Magazine. We monitor this by using cut out vouchers within our adverts that can only be redeemed in store. Results with previous campaigns have brought us in around 50 referrals from just one advert. To date it is one of the best advertising mediums we have found in Plymouth. If you are considering a marketing campaign to hit Plymouth and the South Hams, OM Magazine is certainly one of the best forms of advertising around". Thanks Daniel Lewis .

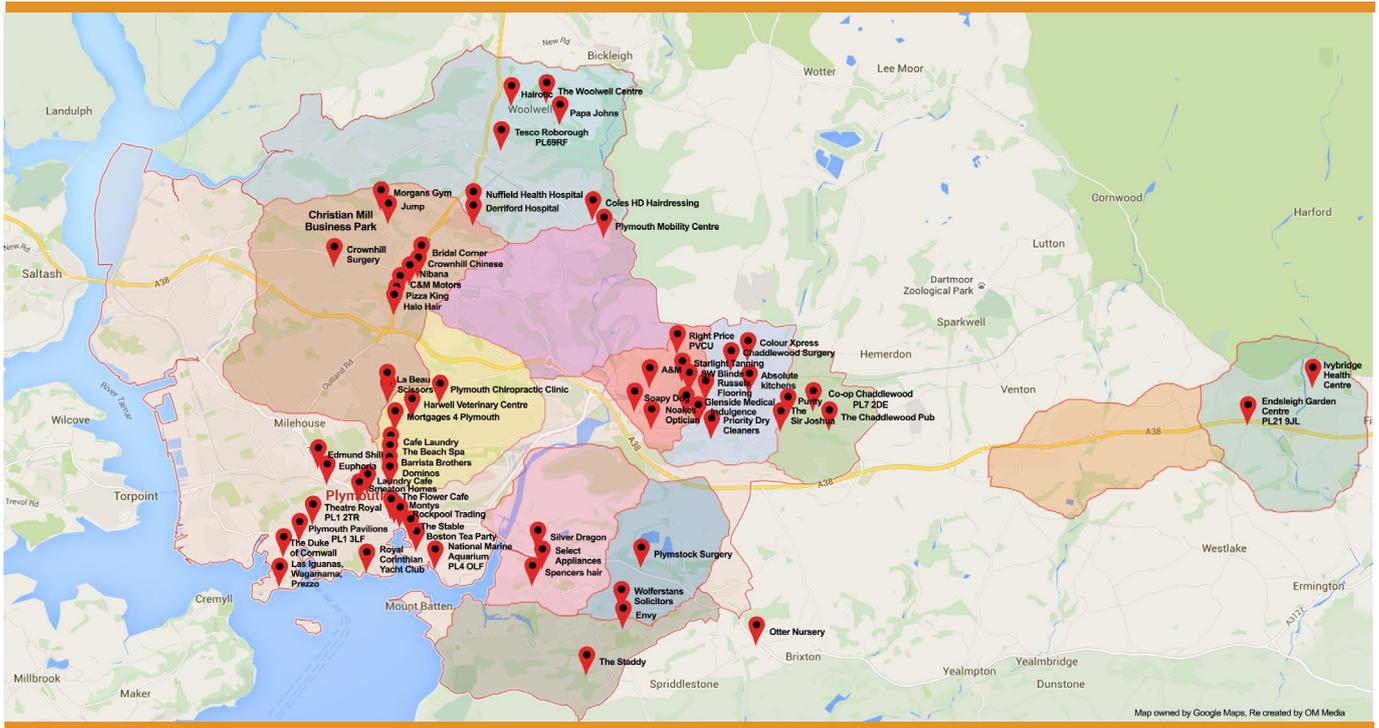


The Magazine



Distribution

Our drop and stand locations around Plymouth & The South Hams



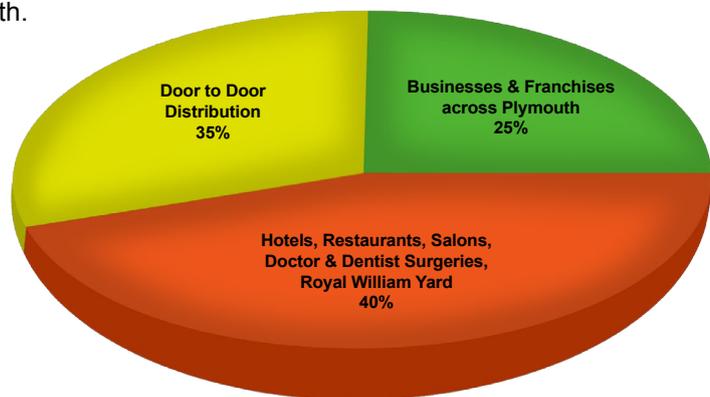
How we distribute

**We've Got
Distribution Covered**

OM Plymouth is distributed through specially designed stands placed in selected major outlets in Plymouth.

We also distribute to restaurants, bars, shops, hospitals, doctors surgeries, dentists, car dealerships, hairdressers, cafes and many more shops and businesses in Plymouth and surrounding areas.

OM Magazine is also distributed door to door in and around Plymouth using our own adult GPS tracked distribution team.



Business Profiles

Make your business stand out through editorial



HOW DOES IT WORK?

The OM Team will arrange a visit to your place of work for an interview, which will take no more than an hour and a half of your time. A photographer will also attend, to take professional photos of your operating business.

Once the interview is complete, it will be transcribed, typeset and set out into a double page spread by our design team. We will also create a blog version of your Business Profile, so it can be shared online and never taken down from the OM website. Try searching for some of the examples and see for yourself!

The tangible magazine, and the online blog version will reach an audience of over 49,000 people. We have had some outstanding feedback from this feature that is completely unique to our publication, with many businesses participating in a follow up profile a year later.

"We have been really pleased with the response to our business profile's featured in OM Magazine & Plympton Magazine. We are more than happy with the feedback and quantifiable amount of new customers we have gained because of this just by reading about our business and our history. On occasions I have turned up at a customer's home and they have stated how nice it was to read about local businesses and the people behind them, we had to do very little to win the job. We found everyone at OM Media very professional from start to finish. I would highly recommend anyone in business looking to gain additional customers to do a Business Profile in both Magazines".

- Geoff & Carolyn (GP Service)



WHAT DO YOU GET?

Interview & Transcription, Professional Photographer, Double Page Spread in OM and an Online Blog Post

A Double Page in OM is usually £850, but this cost is subsidised. The cost for a Double Page Business Profile is only **£398+v**

There is an option to place your Business Profile in our sister Publication, The Plympton Community Magazine for a one off cost of only **£150+v**



OM Business Profile Video Production

Make your business stand out through Video Production



1 MIN INTRODUCTION VIDEO

including interviewing, scripting and full editing right through to finished production

£499+vat - including music rights

2 MIN BUSINESS PROFILE VIDEO PRODUCTION

including interviewing, scripting and full editing right through to finished production plus online and social media blogging

£995+vat - including music rights

3 MIN BUSINESS PROFILE VIDEO PRODUCTION

including interviewing, scripting and full editing right through to finished production plus online and social media blogging

£1845+vat - including music rights

WHY VIDEO?

Video is changing the way brands connect with their customers; it is fast becoming the starting point of the sales process for many of today's businesses.

Companies have their own characteristics and offerings that set them apart from others, and a company business profile video is arguably the best way to convey this. We'd like to take this opportunity to explain the features and benefits of an OM company Business Profile Video.

A company profile video is a short synopsis of who your company is, what you do, and the features or benefits you offer. It's not about one single product that you offer, but rather your value proposition as a whole.

It's important to keep your viewer engaged; grab their attention in the first 5 seconds or you're likely to miss out on opportunities, this is what we do! We streamline your content to address what your potential customer needs, or wants, and how you are a part of the solution for them.

With a strategically scripted company profile video, the viewer can quickly understand what your company has to offer, and make a decision to continue in the sales process with your brand.

Video works very much like sales brochures from the past, only video is more engaging. With the right music, pace and imagery, an OM corporate Business Profile Video can deliver your value proposition far better than you could in person, let alone by handing someone a brochure to read. Recent statics show video has five times greater recall than text and, therefore, can be much more effective in promoting your brand. It also lives online and can be found by anyone who is beginning the sales search, any time of the day.

If you are looking to strengthen your company's message, an engaging company business profile will do just that. We believe every company website should have a Business Profile Video as It connects with the viewer, and allows them to get to know your company in a new way.

OM Media Group

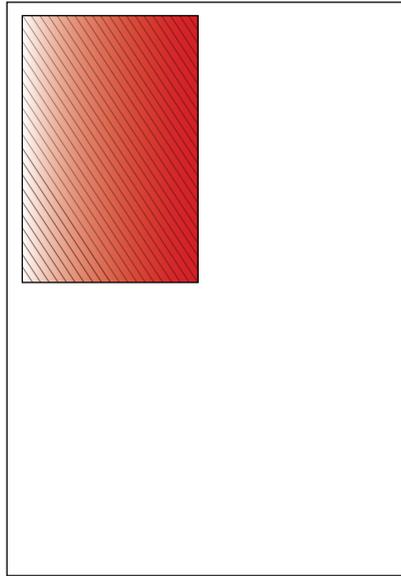
t: 01752 691007 / 691022

w: www.ommediagroup.co.uk

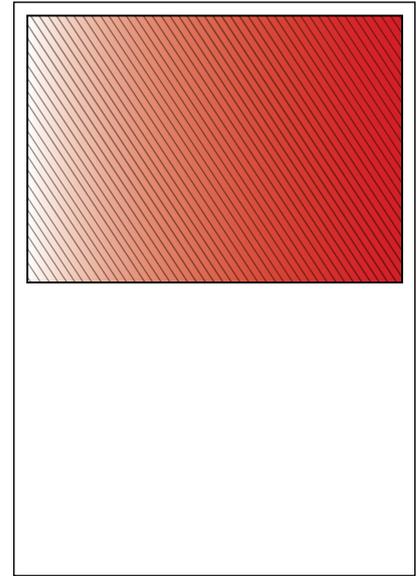
Unit 5, Bowker House, Lee Mill, Ivybridge, PL21 9EF



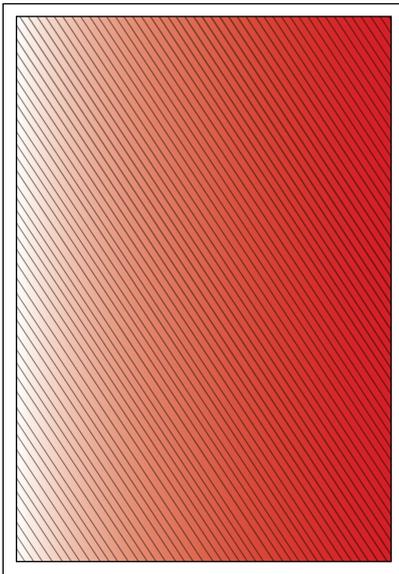
Advert Sizes & Info



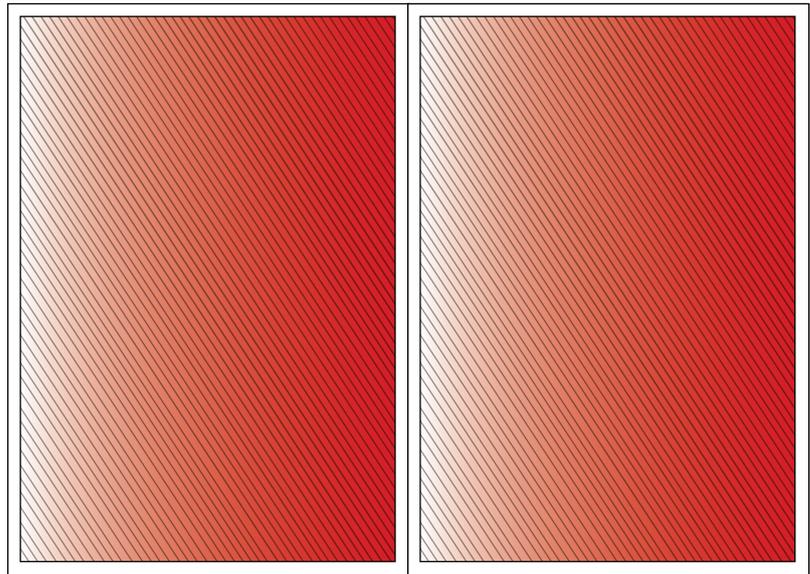
Quarter Page
91mm wide x 130mm high



Half Page
188mm wide x 129mm high



Full Page
188mm wide x 265mm high
With Bleed: 216mm wide x 303mm high



Double Page
432mm wide x 309mm high including 6mm bleed

Artwork Specifications

If sending in your own artwork, adverts must be supplied to the correct dimensions according to the space booked. Please allow a 3mm bleed where requested.

All artwork should be supplied in CMYK format at a minimum of 300dpi (dots per inch). Any image within the advert needs to meet this specification. Adverts must be saved in PDF format or as a jpeg.

Editorial

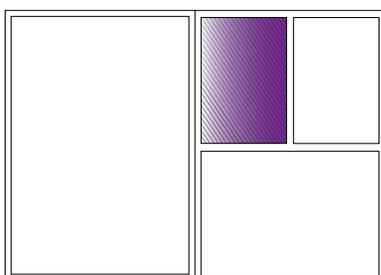
Half page editorial word count: 300

Full page editorial word count: 600

Double page spread word count: 1,200

Editorials need to be typed up via Microsoft Word, spell checked and sent to us by email, by our artwork deadline to allow time to design and set up

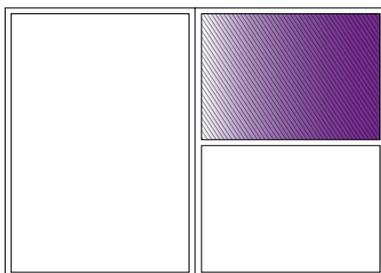
Advertising Rates



Quarter Page Advert

(91mm wide x 130mm high)

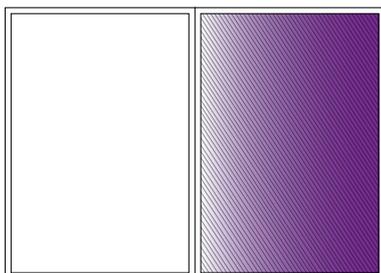
12 issues <i>(12 months discount)</i>	6 issues <i>(6 months discount)</i>	3 issues <i>(3 months discount)</i>	1 issue <i>(1 month advertising)</i>
£99 per issue	£110 per issue	£135 per issue	£225 per issue



Half Page Advert

(188mm wide x 129mm high)

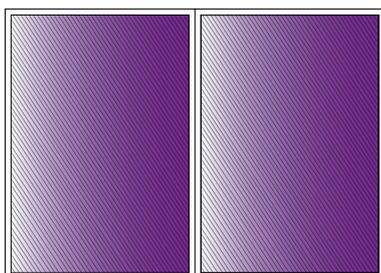
12 issues <i>(12 months discount)</i>	6 issues <i>(6 months discount)</i>	3 issues <i>(3 months discount)</i>	1 issue <i>(1 month advertising)</i>
£171 per issue	£185 per issue	£225 per issue	£385 per issue



Full Page Advert

(188mm wide x 265mm high)

12 issues <i>(12 months discount)</i>	6 issues <i>(6 months discount)</i>	3 issues <i>(3 months discount)</i>	1 issue <i>(1 month advertising)</i>
£291 per issue	£315 per issue	£365 per issue	£525 per issue



Double Page Spread

(432mm wide x 309mm high)

12 issues <i>(12 months discount)</i>	6 issues <i>(6 months discount)</i>	3 issues <i>(3 months discount)</i>	1 issue <i>(1 month advertising)</i>
£498 per issue	£539 per issue	£625 per issue	£850 per issue

Premium Locations:

(Call for availability)

Front Cover

£1200 includes free full page

Inside Cover

(Full Page) £650 per issue

Back Cover

(Full Page) £900 per issue

OM Plymouth Online Media

omplymouthmagazine.co.uk

How we do it

Alongside our print publications, every client is promoted through online media. We now have a huge digital presence with the launch of our new website, we also have an evergrowing social media presence on Twitter, Facebook and Instagram. Using our Issuu statistics, we monitor the daily performance of each individual page of our magazine online, enabling us to study how many readers have viewed each advert and what device it was accessed from. Our social media feeds are updated on a regular basis each month, promoting our client's adverts to ensure that they receive the best possible amount of coverage online and to reach out to our online audience.



PlymouthOMMagazine



@OM Plymouth



OM Magazine



OMPlymouthmagazine

Online Blog Post Rates

Get your Business Editorial online in the form of a blog post seen by thousands

Blog post or press release supplied by client

Up to 900 words
£85+vat

Blog post written and photographed by OM Media Editor and Photographer

Up to 600 words (Includes site visit, Plymouth & South Hams only)
£199+vat

Blog post written and photographed by OM Media Editor and Photographer

Up to 1200 words (Includes site visit, Plymouth & South Hams only)
£249+vat

Blog post written and photographed by OM Media Editor and Photographer

Up to 2000 words (Includes site visit, Plymouth & South Hams only)
£299+vat

HOW DOES IT WORK?

Utilising our ever growing online following, we will publish your blog post onto the OM Media website and share it across our social media platforms, multiple times. This enables your content to reach an even broader audience.



OM Plymouth

Deadlines 2020

Issue

- ▶ 132 (January)
- ▶ 133 (February)
- ▶ 134 (March)
- ▶ 135 (April)
- ▶ 136 (May)
- ▶ 137 (June)
- ▶ 138 (July)
- ▶ 139 (August)
- ▶ 140 (September)
- ▶ 141 (October)
- ▶ 142 (November)
- ▶ 143 (December)

Artwork Deadline

- ▶ 6th December
- ▶ 13th January
- ▶ 14th February
- ▶ 13th March
- ▶ 14th April
- ▶ 12th May
- ▶ 12th June
- ▶ 13th July
- ▶ 14th August
- ▶ 14th September
- ▶ 12th October
- ▶ 13th November

Distribution Begins

- ▶ 3rd January
- ▶ 31st January
- ▶ 2nd March
- ▶ 1st April
- ▶ 1st May
- ▶ 1st June
- ▶ 1st July
- ▶ 31st July
- ▶ 1st September
- ▶ 1st October
- ▶ 2nd November
- ▶ 1st December

Regular Features

- An easy to follow introduction and features section which allows our readers to navigate their way around the magazine.
- A useful Film Guide highlighting the latest films that are about to hit the big screen near you.
- A What's On feature showing all the latest events that will be happening over the coming months in and around the Plymouth area.
- An Eating and Drinking directory with a focus on all the best places to eat out and drink in Plymouth and the surrounding areas.
- Profiles of local businesses in the city.
- A reader response competition where you could win Great prizes.
- Monthly Beauty, Leisure & Events, Eating and Drinking, Law & Finance and Home & Garden sections to keep the reader interested.

OM Plymouth

Distribution Areas 2019-2020

- ▶ July 2019 - Wembury, Heybrook Bay, Brixton, Yealmpton, Staddiscombe, Sherford
 - ▶ August - Ivybridge
 - ▶ September - Mannamead, Peverell, Hartley, Compton
 - ▶ October - Plymstock area 1 (Mount Batten, Hooe, Oreston, Pomphlett)
 - ▶ November - Plymstock area 2 (Elburton, Goosewell, Staddiscombe)
 - ▶ December - Eggbuckland, Forder Valley
 - ▶ January - Derriford, Thornbury, Mainstone
 - ▶ February - Ivybridge
 - ▶ March - Crownhill, Manadon
 - ▶ April - Woolwell, Widewell, Glenholt, Roborough
 - ▶ May- Plymstock area 1 (Mount Batten, Hooe, Oreston, Pomphlett)
 - ▶ June - Plymstock area 2 (Elburton, Goosewell, Staddiscombe)
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Contact
OM Plymouth

For more information, or to discuss your advertising requirements, please contact us on the below.

You can find us at:

OM Plymouth, Unit 5, Bowker House, Lee Mill,
Ivybridge, PL21 9EF

Tel: 01752 691007

Email: info@ommediagroup.co.uk

Web: www.oracle.uk.net