



PRIZE DRAW WIN A
OM
PLYMOUTH

Local Lifestyle Magazine
FREE | November 2023

COUNTDOWN TO CHRISTMAS
THE TOP TEN ADVENT CALENDARS FOR 2023

WINTER RETREATS
WINTERY GET AWAYS TO NOURISH YOUR SOUL

WHAT'S ON: ROYAL WILLIAM YARD
DATES FOR YOUR DIARY

SHOP LOCAL
It's back and bigger than ever. Shop local for all your Christmas needs

PRIZE DRAW WIN A FAMILY
OM

Local Lifestyle Magazine
FREE | October 2023

B.I.Y BOO-IT-YOURSELF DECORATIONS

REAL STORIES BREAST CANCER AWARENESS
MARY SHARES HER STORY

SPOOKY STAYS
DARE TO SPEND THE NIGHT

TECH SURVEY'S
MEET THE NEWEST MEMBER

HALLOWEEN

HOW TO
GO ORGANIC THIS SEPTEMBER
SELF CARE
PRACTICE GRATITUDE INCLUDING JOURNAL PAGE
WHERE TO GO
DAY TRIPS BY TRAIN
ROALD DAHL DAY
OM RECOMMENDS

MARJON
SPORT & HEALTH CENTRE
W...
POOL, FIT...

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 30-80 years of age. With a loyal and established readership of over 45,000 readers 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.

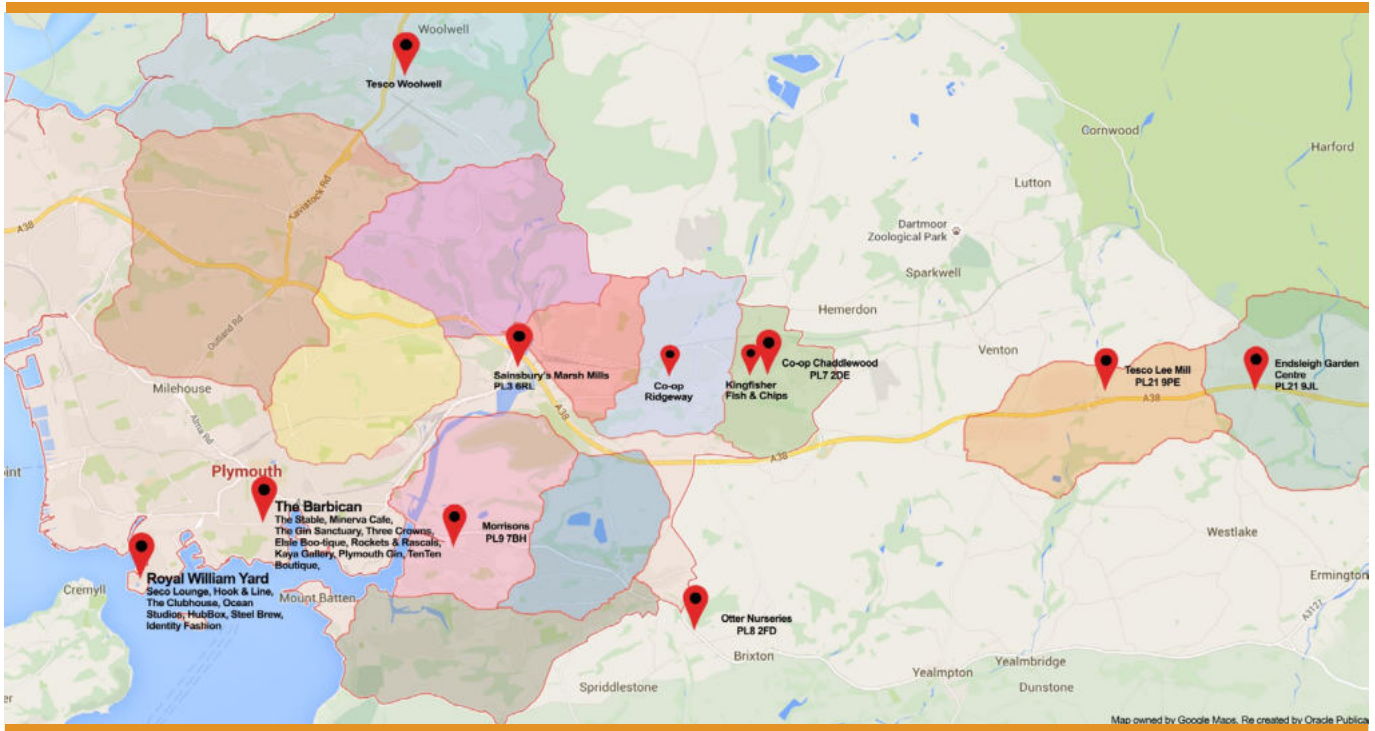


The Magazine



Distribution

Our drop and stand locations around Plymouth & The South Hams



How we distribute

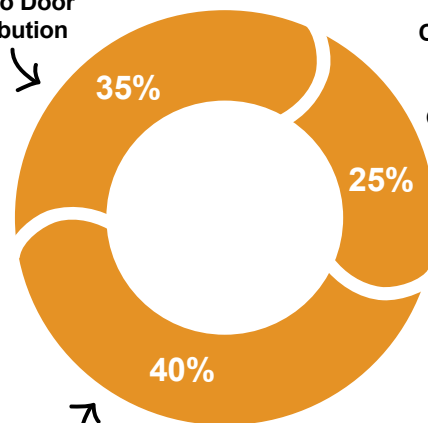
**We've Got
Distribution Covered**

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.

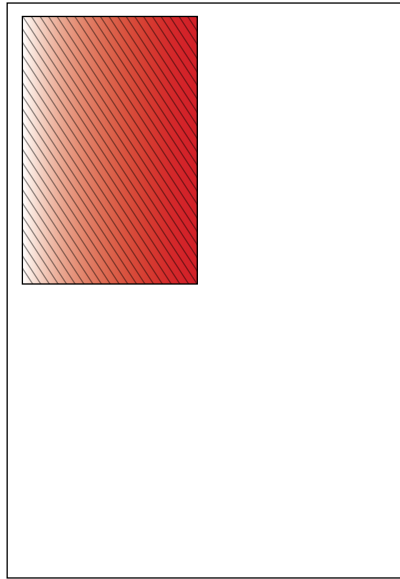
Door to Door
Distribution



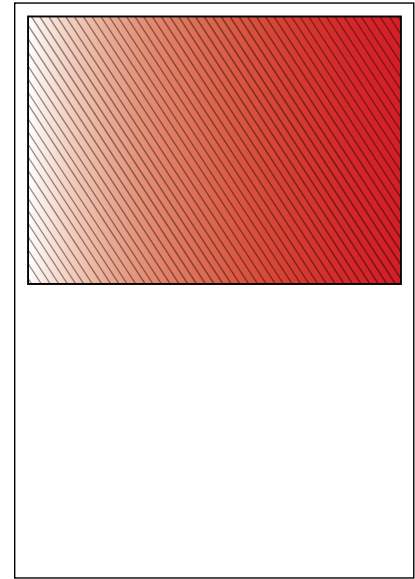
Businesses,
Restaurants,
Cafe's, Shops,
Bars, Hotels,
B&B's, Art
Galleries etc.

Supermarkets & Garden
Centres in stands

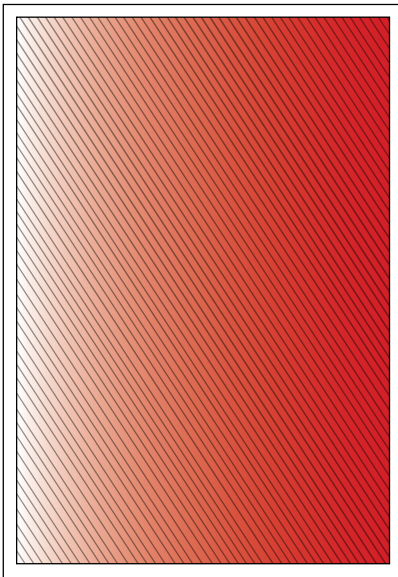
Advert Sizes & Info



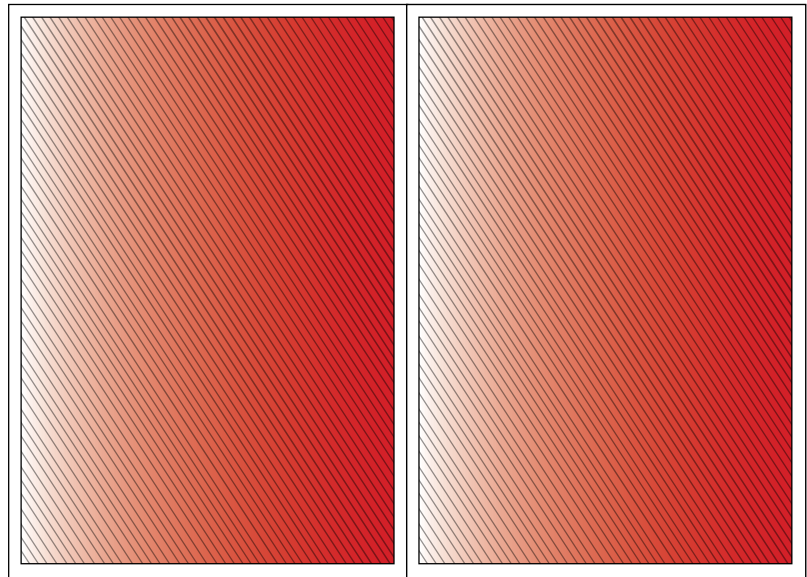
Quarter Page
91mm wide x 130mm high



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

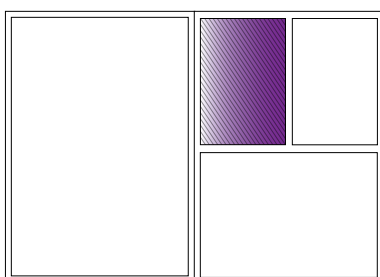
Half page editorial word count: 300

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

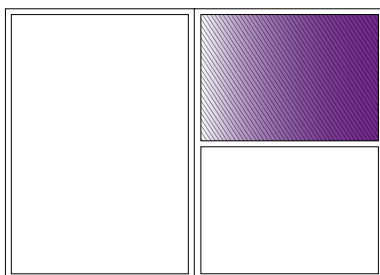
Advertising Rates



Quarter Page Advert

(91mm wide x 130mm high)

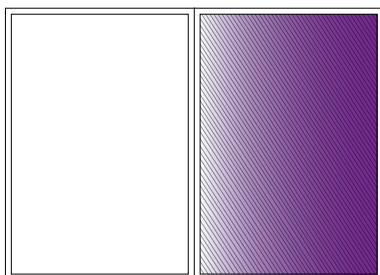
| | | | |
|---|---|---|--|
| 12 issues <i>(12 months discount)</i> | 6 issues <i>(6 months discount)</i> | 3 issues <i>(3 months discount)</i> | 1 issue <i>(1 month advertising)</i> |
| £122 per issue | £135 per issue | £166 per issue | £277 per issue |



Half Page Advert

(188mm wide x 129mm high)

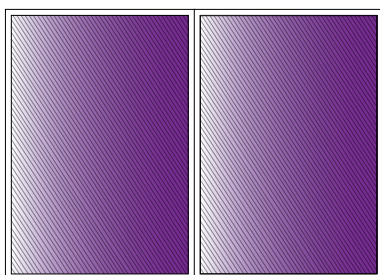
| | | | |
|---|---|---|--|
| 12 issues <i>(12 months discount)</i> | 6 issues <i>(6 months discount)</i> | 3 issues <i>(3 months discount)</i> | 1 issue <i>(1 month advertising)</i> |
| £210 per issue | £228 per issue | £277 per issue | £474 per issue |



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> |
| £358 per issue | £387 per issue | £449 per issue | £645 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> |
| £610 per issue | £665 per issue | £769 per issue | £995 per issue |

Premium Locations:

(Call for availability)

Front Cover

£1475 includes free full page

Inside Cover

(Full Page) £799 per issue

Back Cover

(Full Page) £950 per issue

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 £995+vat, but this cost is subsidised. The cost for a Double Page Business Profile is only **£598+vat**

There is an option to place your Business Profile in our sister Publication, The Plympton Community Magazine usually £352+vat, for a one off cost of only **£150+vat**



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



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

SOCIAL MEDIA PACKAGE

Rates

Included
in all four
packages:

- Posts written & created by our editor
- Curated graphics & content
- Social media calendar
- Content discussions
- Optional post/content approval
- Monthly plans - no contract

The Starter

Beginner package

(Your choice of)
2 platforms managed

Example:

- 2 Facebook posts p/w
- 2 Instagram posts p/w

PLUS

- Our Creative Team will come up with social media visuals for you

£189 +vat p/m

Keep Me Updated

Basic package

(Your choice of)
3 platforms managed

Example:

- 2 Facebook posts p/w
- 2 Instagram posts p/w
- 1 monthly mail chimp email p/m

PLUS

- Our Creative Team will come up with social media visuals for you

£289 +vat p/m

Engage & Grow

Intermediate package

(Your choice of)
4 platforms managed

Example:

- 4 Facebook posts p/w
- 4 Instagram posts p/w
- 1 website/blog posts p/w

PLUS

- Our Creative Team will come up with social media visuals for you
- Instagram and Facebook story post

£545 +vat p/m

The Works

Advanced package

(Your choice of)
5 platforms managed

Example:

- 5 Facebook posts p/w
- 5 Instagram posts p/w
- 2 website/blog posts p/w
- 1 TikTok post p/w

PLUS

- Our Creative Team will come up with social media visuals for you
- Photography
- Customer services included
- Detailed monthly report
- Daily interaction

£899 +vat p/m

Optional Extras:

Daily interaction
+£110+vat p/m

1 TikTok post p/w
+£185+vat p/m

1 Mail Chimp email p/m
+£69+vat p/m

Photography (premises only)
+£110+vat p/m

DISTRIBUTION RATE CARD 2024

In the age of digital marketing we can sometime overlook the tried and tested effectiveness of door to door leaflet and flyer delivery. Local leaflet distribution gives you complete control to reach your target audience where potential customers can give your product or message their complete attention rather than scroll past to the next interesting post or image. You can convey more information with a leaflet to engage with your target market and also offer localised services that your potential clients will find a lot more beneficial



Plymouth Leaflet Distribution Rates (from £49 per thousand)

Shared GPS tracked Leaflet distribution in Plymouth and the surrounding areas **£49** per thousand, minimum of 3000 (areas are pre-selected by OM) covering a predetermined area each month from PL1 to PL21.

Solus leaflet distribution **£189** per thousand (you select the area) from PL1 to PL21.

Print & Distribution *OFFER*

Print x 5000 A5 double sided 150gsm silk flyers + 5000 shared GPS tracked distribution to the Plymouth area **£525**

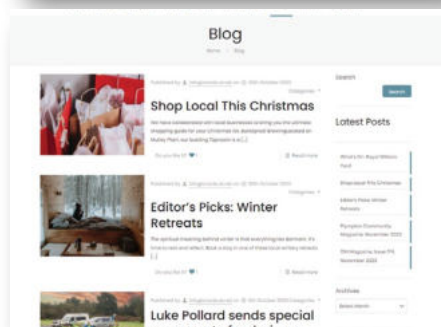
Online Blog Post Rates

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

| | |
|---|--|
| 1 Full-page insertion to our blog site <small>Link insertions included in price</small> | £285+vat per month |
| 1 Double-page insertion to our blog site <small>Link insertions included in price</small> | £385+vat per month |
| Blog post or press release supplied by client <small>Link insertions charged at an additional £55+vat</small> | Up to 600 words £119+vat Up to 1600 words £189+vat |
| Blog post written by OM Media Editor <small>Link insertions charged at an additional £55+vat</small> | Up to 900 words professionally written by the editor of OM Magazine £299+vat |
| Blog post written by OM Media Editor <small>Link insertions charged at an additional £55+vat</small> | Up to 1200 words professionally written by the editor of OM Magazine £349+vat |
| Blog post written by OM Media Editor <small>Link insertions charged at an additional £55+vat</small> | Up to 2000 words professionally written by the editor of OM Magazine £399+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 2023

Issue

- ▶ (January)
- ▶ (February)
- ▶ (March)
- ▶ (April)
- ▶ (May)
- ▶ (June)
- ▶ (July)
- ▶ (August)
- ▶ (September)
- ▶ (October)
- ▶ (November)
- ▶ (December)

Artwork Deadline

- ▶ 16th December
- ▶ 13th January
- ▶ 19th February
- ▶ 19th March
- ▶ 14th April
- ▶ 12th May
- ▶ 12th June
- ▶ 13th July
- ▶ 14th August
- ▶ 14th September
- ▶ 12th October
- ▶ 13th November

Distribution Begins

- ▶ 4th January
- ▶ 31st January
- ▶ 1st March
- ▶ 1st April
- ▶ 1st May
- ▶ 31st June
- ▶ 1st July
- ▶ 1st August
- ▶ 2nd September
- ▶ 1st October
- ▶ 1st November
- ▶ 29th November

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 2023-2024

- ▶ July 2023 - Eggbuckland, Forder Valley
 - ▶ August - Wembury, Heybrook Bay
 - ▶ September - Derriford, Thornbury, Mainstone
 - ▶ October - Stoke, Milehouse, St. Levans
 - ▶ November - Brixton, Yealmpton, Sherford
 - ▶ December - Crownhill, Manadon
 - ▶ January 2024 - Woolwell, Widewell, Glenholt, Roborough
 - ▶ February - Mount Batten, Hooe, Oreston, Pomphlett
 - ▶ March - Elburton, Goosewell, Staddiscombe)
 - ▶ April - Ivybridge
 - ▶ May - Wembury, Heybrook Bay, Brixton, Yealmpton, Sherford
 - ▶ June - Mannamead, Peverell, Hyde Park, Hartley
-

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.omplymouthmagazine.co.uk