

**ON** Local Lifestyle Magazine

PRIZE DRAW COCKTAILS

PRIZE DRAW 5x VIP TICKETS

Local Lifestyle Magazine

FREE | May 2024

**FRESHER PRODUCE**  
Tips for storing your produce correctly

**KITCHENS FOR THE SOUL**  
Kitchen's that feel good for the soul from KF Kitchens

**CONTINUE ARCADES**  
Welcoming a new gaming experience to the high street

**BRYAN ADAMS**  
When a global rockstar comes to Plymouth on a...

**MIDNIGHT WALK**  
FRIDAY REMEMBER 13.1

**MEET the locals**  
14 independant business in The Plymouth Market you need to know

**9 WINTERY DOG WALKS**  
PLYMOUTH'S

**Mother's Day**  
Our gift guide to help with the perfect gift

**International Women's Day**  
Forging a more inclusive world for women

**Kitson**  
Leading Devon Local to Strengthen its...

HOME • FOOD • EVENTS • HEALTH

# Media Pack

# About Our Magazine



**EMBRACING GRATITUDE**

Thoughts become things. If you think it, you will hold it in your hand. — Jim Rohn

2 THINGS I AM GRATEFUL FOR

1. DAILY AFFIRMATIONS

2. A HARD LESSON I AM GRATEFUL TO HAVE LEARNED IN

3. DAILY JOURNAL

4. MY INTENTIONS FOR THE DAY, WEEK OR MONTH

5. DAILY BRAIN DUMP

**COUNTDOWN to Christmas**

The Ritual of Advent: Classic

The Ritual of Advent: Premium

The White Company

Scotch Whiskey Advent Calendar

Art Chocolat

Gin In A Tin

My Kitchen For Dogs

**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 30-85 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.**

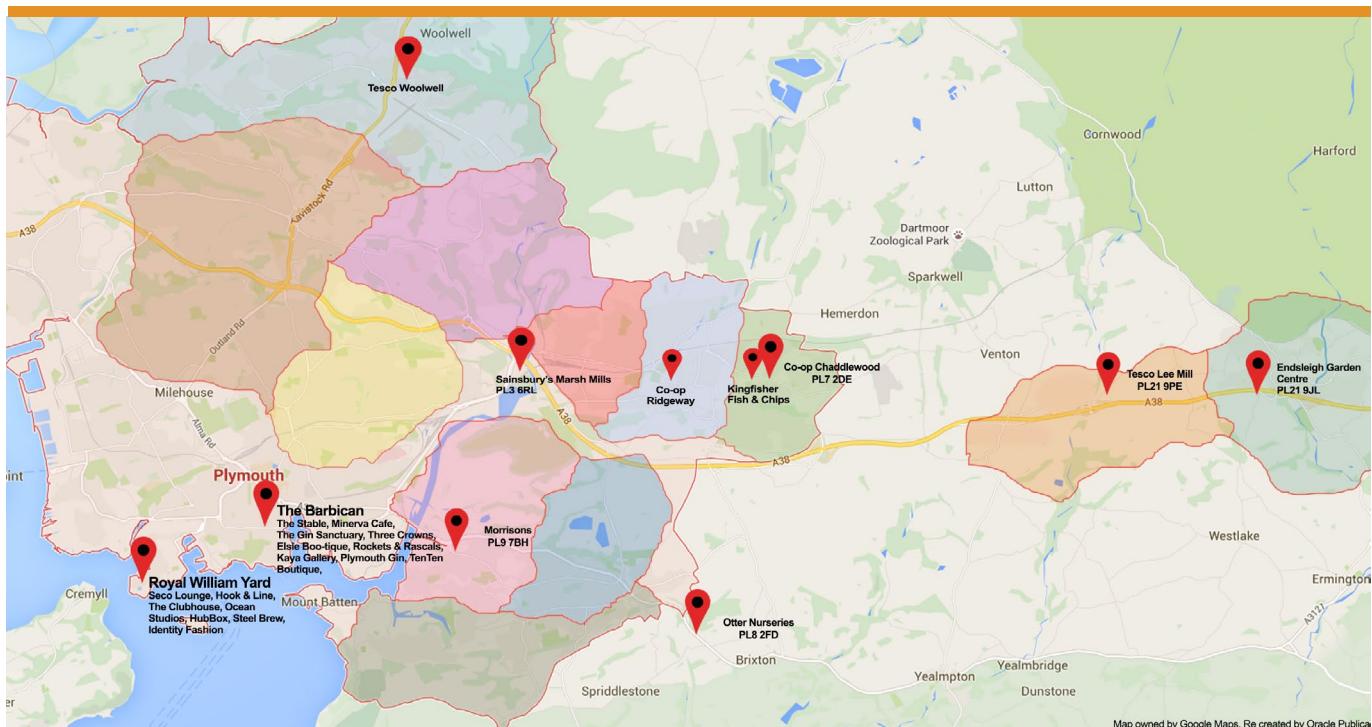
**We have always had a very good response advertising in the OM Magazine. We monitor this by using cut out vouchers within our adverts that can only be redeemed in store. Results with previous campaigns have brought us in around 50 referrals from just one advert. To date it is one of the best advertising 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

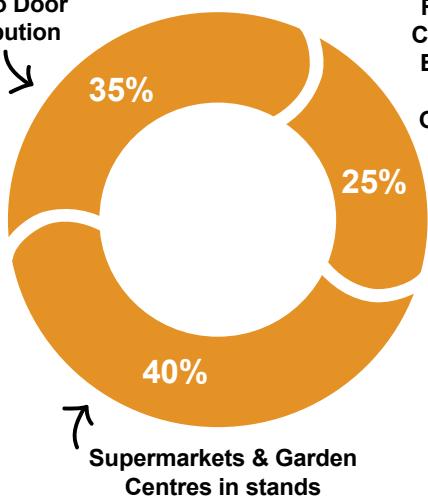
### We've Got Distribution Covered

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.

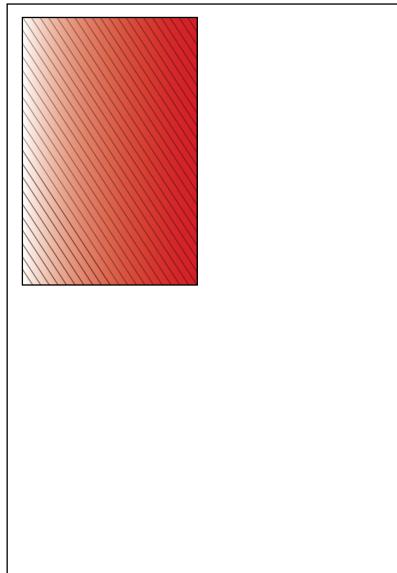
OM Magazine is also distributed door to door in and around Plymouth using our own adult GPS tracked distribution team.

Door to Door Distribution

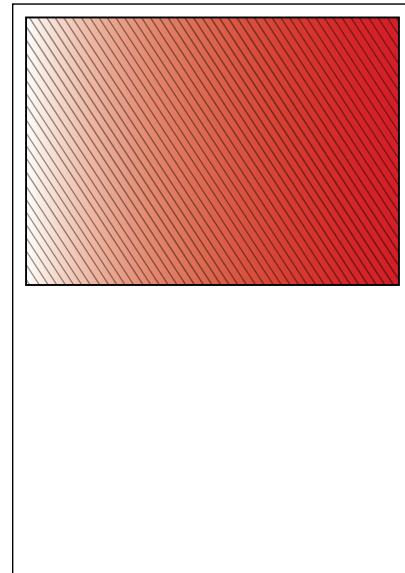


Businesses,  
Restaurants,  
Cafe's, Shops,  
Bars, Hotels,  
B&B's, Art  
Galleries etc.

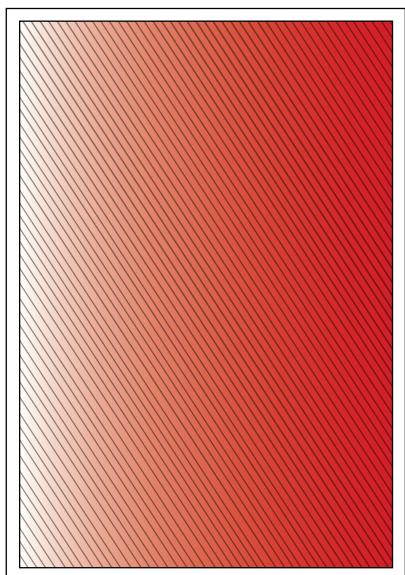
## Advert Sizes & Info



**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

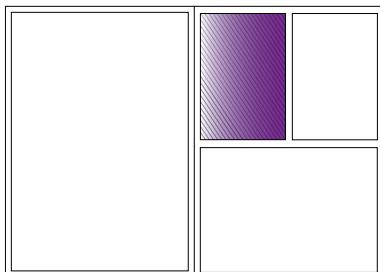
**Half page editorial word count: 300**

**Full page editorial word count: 600**

**Double page spread word count: 1,200**

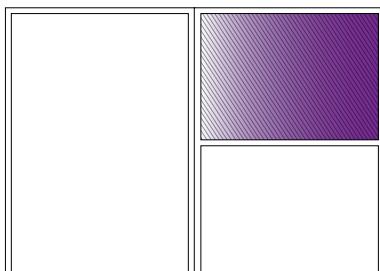
Editorials need to be typed up via Microsoft Word, spell checked and sent to us by email, by our artwork deadline to allow time to design and set up

# Advertising Rates



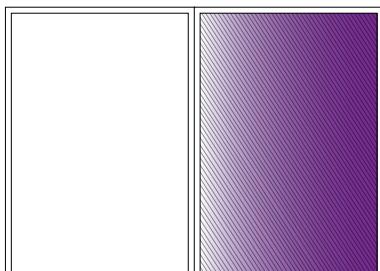
## Quarter Page Advert (91mm wide x 130mm high)

12 issues (12 months discount)	6 issues (6 months discount)	3 issues (3 months discount)	1 issue (1 month advertising)
£147 per issue	£162 per issue	£199 per issue	£332 per issue



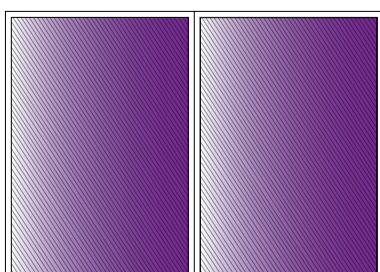
## Half Page Advert (188mm wide x 129mm high)

12 issues (12 months discount)	6 issues (6 months discount)	3 issues (3 months discount)	1 issue (1 month advertising)
£252 per issue	£273 per issue	£332 per issue	£569 per issue



## Full Page Advert (188mm wide x 265mm high)

12 issues (12 months discount)	6 issues (6 months discount)	3 issues (3 months discount)	1 issue (1 month advertising)
£430 per issue	£465 per issue	£539 per issue	£774 per issue



## Double Page Spread (432mm wide x 309mm high)

12 issues (12 months discount)	6 issues (6 months discount)	3 issues (3 months discount)	1 issue (1 month advertising)
£732 per issue	£798 per issue	£923 per issue	£1195 per issue

**Premium Locations:**  
(Call for availability )

**Front Cover**  
£1770 includes free  
full page

**Inside Cover**  
(Full Page) £960 per issue

**Back Cover**  
(Full Page) £1140 per issue



## 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.ommmediagroup.co.uk](http://www.ommmediagroup.co.uk)

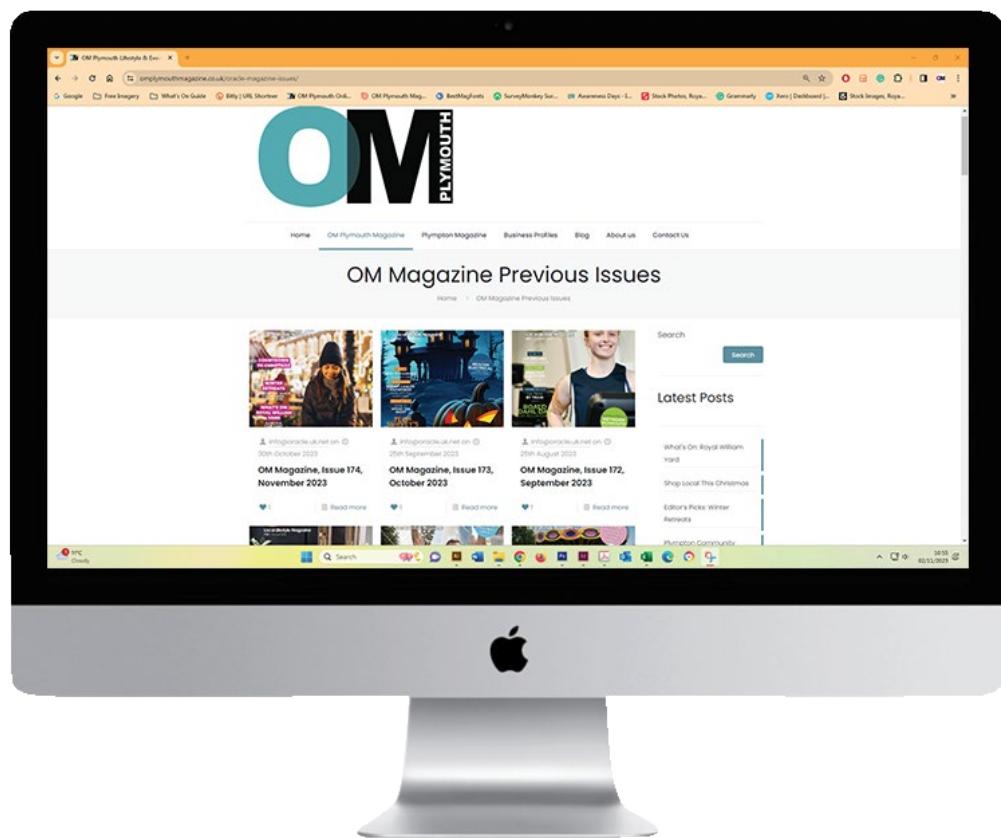
Unit 5, Bowker House, Lee Mill, Ivybridge, PL21 9EF

**OM** **OM** **OM**  
PLYMOUTH  
ENGLAND & IRELAND

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.



# 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 2025

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 £59 per thousand)

Shared GPS tracked Leaflet distribution in Plymouth and the surrounding areas **£59** 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**

**£285+vat**  
per month

Link insertions included in price

**1 Double-page insertion to our blog site**

**£385+vat**  
per month

Link insertions included in price

**Blog post or press release supplied by client**

Up to **600** words  
**£119+vat**  
Up to **1600** words  
**£189+vat**

Link insertions charged at an additional £55+vat

**Blog post written by OM Media Editor**

Up to **900** words professionally written by the editor of OM Magazine  
**£299+vat**

Link insertions charged at an additional £55+vat

**Blog post written by OM Media Editor**

Up to **1200** words professionally written by the editor of OM Magazine  
**£349+vat**

Link insertions charged at an additional £55+vat

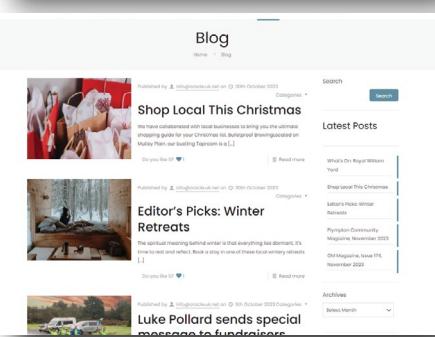
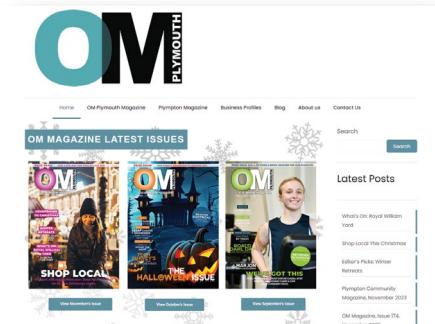
**Blog post written by OM Media Editor**

Up to **2000** words professionally written by the editor of OM Magazine  
**£399+vat**

Link insertions charged at an additional £55+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 2026

## Issue

- ▶ (February)
- ▶ (March)
- ▶ (April)
- ▶ (May)
- ▶ (June)
- ▶ (July)
- ▶ (August)
- ▶ (September)
- ▶ (October)
- ▶ (November)
- ▶ (December)
- ▶ (January 2027)

## Artwork Deadline

- ▶ 15th January
- ▶ 18th February
- ▶ 17th March
- ▶ 16th April
- ▶ 15th May
- ▶ 18th June
- ▶ 16th July
- ▶ 19th August
- ▶ 17th September
- ▶ 15th October
- ▶ 18th November
- ▶ 15th December

## Distribution Begins

- ▶ 2nd February
- ▶ 2nd March
- ▶ 1st April
- ▶ 1st May
- ▶ 1st June
- ▶ 1st July
- ▶ 1st August
- ▶ 1st September
- ▶ 2nd October
- ▶ 31st October
- ▶ 2nd December
- ▶ 1st January

## 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 month 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 Leisure & Events, Eating and Drinking, Law & Finance and Home & Garden sections to keep the reader interested.

## OM Plymouth Distribution Areas 2026-2027

- ▶ January 2026 - Estover & Forder Valley
- ▶ February 2026 - Plympton & Sherford
- ▶ March - Mount Batten, Hooe, Oreston, Pophlett
- ▶ April - Woolwell, Widewell, Glenholt, Roborough
- ▶ May - Mannamead, Peverell, Hyde Park, Hartley
- ▶ June - Ivybridge
- ▶ July - Elburton, Goosewell, Staddiscombe
- ▶ August - Wembury
- ▶ September - Egguckland
- ▶ October - Crownhill, Manadon
- ▶ November - Derriford, Thornbury, Mainstone
- ▶ December - Brixton, Yealmton

**Contact  
OM Plymouth**

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

**Tel: 01752 691007**

**Email: [info@ommediagroup.co.uk](mailto:info@ommediagroup.co.uk)**

**Web: [www.omplymouthmagazine.co.uk](http://www.omplymouthmagazine.co.uk)**