

pure peak

media pack

INTRODUCTION:

- Pure Peak is the established quality news and lifestyle magazine for the Peak District, Hope Valley and Derbyshire Dales area.
- Delivered direct to 3,000 A, B & C1 homes – with another 7,000 copies available in key locations around the area, including Chatsworth Farm Shop, Ashford in the Water, Bakewell, Baslow, Beeley, Calver, Castleton, Edensor, Eyam, Grindleford, Hartington, Hassop, Hathersage, Rowsley, Youlgrave, and the Sheffield/Chesterfield borders (see map, right).
- Also available online at www.purepeak.co.uk
- The magazine boasts a high level of editorial content, designed to grab the attention of readers and to keep the local community in touch with current news, views and events.
- Published quarterly, Pure Peak has a long shelf-life which, coupled with its strong content, make it a value-for-money investment for advertisers.
- The magazine offers a targeted platform from which to raise the profile of your business, expand your market and reach out to potential customers.
- Pure Peak (formerly Pure Bakewell) is produced by well-established Derbyshire-based Merit Publications Ltd, which also publishes Pure Buxton magazine.

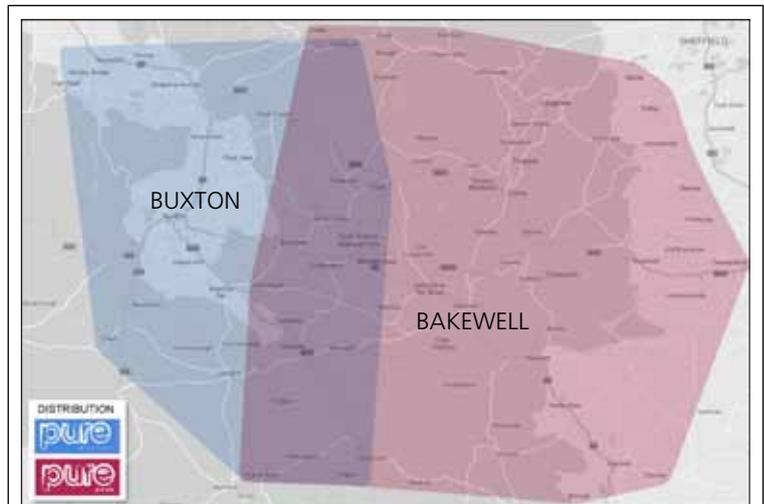
THE TEAM:

Pure Peak is produced by a team of experienced professionals...

Steve Caddy is the editorial director and was for many years a specialist writer on the Sheffield Star. He also has a wealth of business experience, having run his own successful Sheffield PR company, Merit Media Ltd. editor@purepeak.co.uk

Lesley Draper is a respected journalist, latterly renowned for her food writing, and also an experienced PR consultant. More recently she has specialised in design and layout across both print media and websites. lesley@purepeak.co.uk

Jilly Ferguson & Anita Hill, our Peak sales consultants, each have more than 25 years' experience in newspaper and magazine advertising. They specialise in advising clients of the most effective way to showcase their business. jill@purepeak.co.uk / anita@purepeak.co.uk



Merit Publications Distribution

Reaching more than 50,000 readers across the Peak District, High Peak & surrounding areas

PURE PEAK: 10,000 copies

Ashford in the Water
Bakewell
Bamford
Barlow
Baslow
Beeley
Biggin
Bradwell
Bretton
Brough
Calver
Castleton
Chatsworth
Chelmorton
Chesterfield
Dore
Darley Dale
Edale
Edensor
Eyam
Foolow
Froggatt

Great Longstone
Grindleford
Hartington
Hassop
Hathersage
Holmesfield
Hope
Hulme End
Little Longstone
Litton
Longshaw
Matlock
Monsal Head
Monyash
Over Haddon
Pilsley
Rowsley
Sheldon
Stoney Middleton
Tansley
Totley
Youlgrave

PURE BUXTON: 10,000 copies

Buxton
Brierlow Bar
Castleton
Chapel-en-le-Frith
Chelmorton
Chinley
Hartington
Higher Buxton
Hurdlow
Litton
Pomeroy
Tideswell
Whaley Bridge

ALSO AVAILABLE ONLINE:

www.purepeak.co.uk

www.purebuxton.co.uk

CONTENT:

At Pure Peak we take pride in ensuring that content is key — both for ourselves and for our clients.

Editorial is focused on a number of specialist sections, including: local news... lifestyle... health & beauty... business... education... homes & gardens... food & drink... weddings... care & support... arts... and more



STRATEGY

Our marketing campaigns are tailored to meet the specific needs of individual clients.

Pure Peak takes a cohesive approach, maintaining editorial integrity while meeting the promotional objectives of our partners. Professional editorial and design work is included, free of charge, in our promotional packages.

A digital version of Pure Peak is available to read online – with free hyperlinks to web and email addresses within its pages. We do not give direct access to individual stories via the website, thus ensuring that all readers will see adverts and sponsorship details as they browse.

The magazine is also supported by dedicated social networking pages, including active promotion on both Facebook and Twitter.

MARKETING OPPORTUNITIES:

We work with our supporters to achieve their objectives through a variety of promotional and marketing options. Some of these are listed below. For details of rates and data, please see attached ratecard.

To find out more please email: editor@purepeak.co.uk or call (01298) 442013

Advertorial:

Our editorial team is experienced in identifying a company's key messages and presenting them in a way that grabs the attention of readers. Our production team then produces pages designed to showcase each story to its best advantage, with the added impact of photos and graphics.

Business Support Package:

We offer a heavily discounted package of editorial and advertising to help businesses raise their profile. This includes a full page of editorial for the price of a quarter-page, plus a series of follow-up adverts.

Advertising:

A wide range of display advertising is available, to suit businesses of all sizes. Professional artwork design is included, free of charge, if required.

FEEDBACK:

"I can highly recommend advertising with Pure Peak. We have never done any advertising in 15 years but decided to do so with Pure Peak as it targets local residents and visitors through fascinating local articles. The response was fantastic and inspired us to take out a full inside page advert... which has brought even better results! Thanks for a thoroughly professional service."

Tim Jones, Stone Art Jewellery, Bakewell

"Our feature in Pure has definitely brought new customers through the doors, and this must be have been helped by the magazine's very widespread distribution. I was overwhelmed at how many outlets distribute your magazine in and around Bakewell - the team at Pure are doing a stiring job! A very big thank you."

Michael Goodwin, Michael Arthur Kitchens, Matlock

"Pure did a feature on my shop when it first opened and the response was fantastic. The article brought lots of people in to see what the shop was all about and some of my regular customers first came to me through the magazine. Everyone in the surrounding area reads Pure so you are guaranteed great coverage and Steve and his team have been a pleasure to deal with at all times. For me it really got the ball rolling in the local area and has helped customers find me – I am very grateful."

Isla Dawes, Isla Fine Arts, Buxton

"We had tried other press and radio advertising, but I wasn't convinced we were getting value for money. Our first advert in Pure was a bit of an experiment, but we were delighted by how many new customers came through the door and a couple of years on, we're still getting a good response. It's money well spent."

Peter Stokes, MD, World of Power

"The response from our feature was outstanding. I have previously advertised in the local paper, Yellow Pages and Yell and the interest and immediate response I got from potential customers this time was far better. The look and feel of the magazine is high quality and when I called on customers to price new contracts it was great to see them with the page open on my feature."

Mark Sidebottom, Peakcraft

"Advertising with Pure is an absolute necessity for businesses in and around Buxton. Being a hotel and a restaurant we need to reach our local community and potential visitors to the area and Pure works for both of these markets. Steve and Lesley take a lot of the stress out of advert design and are an absolute pleasure to work with."

Sally Burton, Old Hall Hotel, Buxton

"We have advertised in Pure from its very first issue. We select it for several reasons – the quality of the printing which is an important factor when reproducing artwork; it allows us to keep local people informed about our exhibitions; it's a very good read! Unlike other free magazines, it contains relevant news about the town and interesting articles about local people."

Pauline Townsend, High Peak Artists

CONTACT:

For more details about Pure Peak, or to discuss promotional requirements, please contact Steve Caddy...

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