

media pack

distribution

- house-to-house
- pick-up points

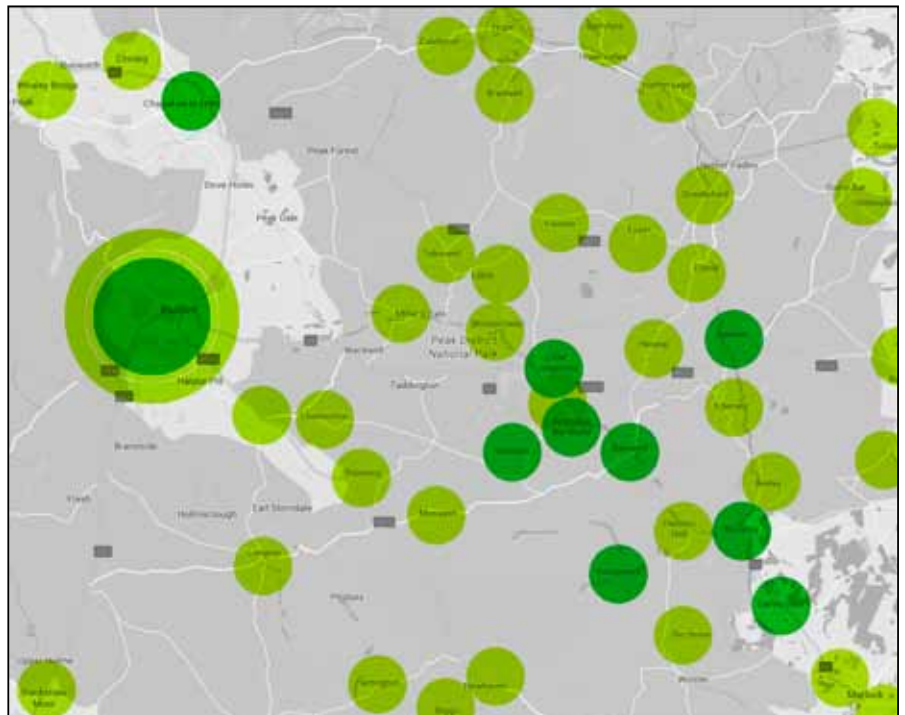
CIRCULATION: 16,000

READERSHIP: 40,000 + online

FREQUENCY: quarterly + festivals

COVER PRICE: free

TARGET MARKET: Residents, visitors & local businesses



INTRODUCTION:

- Pure Peak is the established quality news and lifestyle magazine for Buxton, the Peak District, High Peak, Hope Valley and Derbyshire Dales.
- Delivered direct to 7,000 A, B & C1 homes
- Another 9,000 copies are available from a wide network of outlets throughout the area, as well as parts of Sheffield & Chesterfield (see map above).
- Outlets range from restaurants, pubs and hotels (including the prestigious Buxton Crescent Hotel & Thermal Spa), to key locations such as Chatsworth Farm Shop, tourist information centres, camping & caravanning sites.
- 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, with an additional Festivals issue in July, 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 combines the former Pure Buxton and Pure Bakewell magazines and is produced by well-established Derbyshire-based Merit Publications Ltd.

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 newspaper. 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

Our advertising team are all experienced in media advertising and promotion – each with more than 25 years' experience in newspapers and magazines. They specialise in advising clients of the most effective way to showcase their business or organisation...

Jane Lisser – Buxton sales & marketing consultant – jane@purebuxton.co.uk

Jilly Ferguson – Peak sales & marketing consultant – jill@purepeak.co.uk

Anita Hill – media sales consultant – anita@purepeak.co.uk

LESLEY



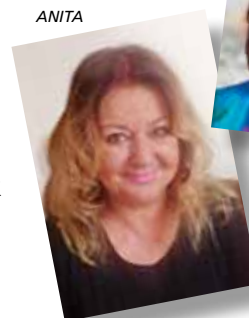
STEVE



JANE



ANITA



JILLY



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 for our advertising partners 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: info@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 at a heavily discounted price, plus a series of discounted 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:

"We tried advertising in various publications when we launched and Pure is the only one that we can prove worked. People came into the showroom with the magazine, asking if we were Matt or Tom – they had read the article and really got involved in our story. We had such great results from the first feature, so it was a no-brainer to do another one when we wanted to celebrate three years in business. The response was just as good."

"The good thing about Pure is that it isn't just pages and pages of adverts; people notice you when you're in. People stop you in the street to say they've seen the advert – they engage with us all the time."

Matt Heywood, Studio 10 Kitchens, Bakewell

"I can highly recommend advertising with Pure Peak. We have never done any advertising in 15 years but decided to do so with Pure 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

"We don't normally advertise, but we wanted to shout about our 20th anniversary – so many people read Pure and we thought we'd give it a try. We didn't have any expectations, but we were really surprised at the response. Advertising in Pure has brought us new local customers and visitors who have picked up the magazine in town. It's also brought back former customers who hadn't tried us for a while."

"We were impressed, and when our anniversary celebrations finished, we decided to continue advertising with Pure. It's a good magazine – I've always enjoyed reading it – and it's nice to be part of it."

Sarah James, Velu, Buxton

"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 the team has 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 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 area and interesting articles about local people."

Pauline Townsend, High Peak Artists

"Thank you for the fabulous article, we have had lots of positive feedback from it. At least three customers last week came through the door with the magazine in their hand and a chap from London who has only just moved to Buxton saw the article too and came to view kitchens yesterday."

Jenny Bradbury, Buxton Woodworks

CONTACT:

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

email: editor@purepeak.co.uk

tel: (01298) 442013

mob: 07951 399 995

