

# Shiremoor Directory



A handy advertising directory, delivered free every month, featuring the best local businesses

- A free, A5, full colour, monthly booklet delivered to 4,000 homes in Shiremoor, Holystone, Earsdon View, Backworth Park and surrounding areas.
- Targets residents with good levels of disposable income, who shop local, and aren't necessarily on social media.
- The most cost effective print media platform in the local area.
- Distributed by our own in-house team, so we know exactly where every copy goes.

The Shiremoor Directory is an A5, full colour, local booklet, delivered monthly, free of charge to 4,000 homes in the areas listed below. The Directory gives local residents a handy sized guide to a range of local businesses in and around the area.

We target a wide range of homes in the area, and our distribution areas are carefully chosen to provide a good mix of brand new and slightly more established estates. We also try to target homes who are not necessarily on social media and do not receive any other local magazine or free newspaper. We have used our ten years of local advertising knowledge to map out what we believe are the key estates in these areas, and the response to adverts in the first twelve issues has more than backed up our thinking!

The areas we have chosen are perfect for a publication like this. Many the residents on the brand new estates are not aware of the local businesses and services in the area, and the established estates do not currently receive any other free magazine or the local newspaper, so we are the only printed publication that they receive.

## Distribution Areas

**Northumberland Park**  
**Earsdon View**  
**Holystone**  
**Holystone Park**  
**Pavillion Bar Estate**  
**Backworth Park**  
**Heritage Green**  
**Palmersville**  
**West Park Whitley Bay**  
**All New Build homes**  
**around these areas**

## Advertising Rates

FRONT COVER	£150	<b>Book 3 adverts</b> receive 10% Discount
BACK COVER	£125	<b>Book 6 adverts</b> receive 20% Discount
FULL PAGE	£90	<b>Book 12 adverts</b> receive 30% Discount
HALF PAGE	£50	
QUARTER PAGE	£30	

Artwork design charge is £15, if required.

Full terms and conditions are available at [www.northeastdirectories.co.uk/terms-and-conditions](http://www.northeastdirectories.co.uk/terms-and-conditions)  
The placing of an advertisement shall be deemed to be an acceptance of those terms and conditions.

## Dates

Booking & Artwork deadline: 1st of the month  
Distribution: 12th - 24th of the month

## Contact

For more details or to book a space contact Richard:  
Tel **07526 522272** Email [info@northeastdirectories.co.uk](mailto:info@northeastdirectories.co.uk)