



2021/22 **Media Pack**

RATE CARD A2 PANEL FROM £150 PER SITE

£180 Mthly * £150 Qtrly (Note; Additional distribution charges may apply POA)



- 100 Sites, Salons average 1111 Individuals each
- Average x4 Professional Stylist per Salon
- 400 Stylist socialising with 166,650 Individuals
- Word of mouth x3 potential reach 500,000
- Competitive cost per thousand
- Maximum impacts, recall rates
- Customers in Salon 30mins – 4hrs
- Feel good factor, impulse buyers
- An attractive captive audience
- High in social capital
- Target market





Digital Advertising **Rates**

x1 Salon 5 spots/hr x1 every 12 mins, 8hr day, 5 days/ wk

£150 12 weeks

£240 25 weeks

£375 50 weeks

Per Ward / Borough 10 venues / sites
Visitors per site 1000, 10,000 audience



No of 15 Second Spots

5 spots/hr x1 every 12mins, 8hr day, 5day wk, £1.50/day

1 week min' 200

2 weeks min' 400

6 weeks min' 1200

12 weeks min' 2400

25 weeks min' 5000

50 weeks min' 10000





Mobile Marketing Rates

£75.00 Keyword, Hosting £25/mth,
Administration £75 mthly, all plus vat

£199 150 txt/e-coupons

£325 250 txt/e-coupons

£625 500 txt/e-coupons

£1200 1000 txt/e-coupons





THIS WEEKS **MOTORS OFFERS**
 TEXT 'voucher' AND BUSINESS ID
 To 60777 to get your voucher now!

Business Mitcham ID XXXX	Business Croydon ID XXXX	Business T/Heath ID XXXX	Business Norbury ID XXXX
HOME & GARDEN	MOTORS MOBILES	JOBS COURSES	HEALTH BEAUTY
LEISURE EVENTS	MUSIC	MOVIES	FASHION BEAUTY

see this screen for the latest local offers, events

Mobile Marketing Rates

Business Offer ID, Hosting £25/mth
 Administration £75 mthly, all plus vat

£199	150	txt/e-coupons
£325	250	txt/e-coupons
£625	500	txt/e-coupons
£1200	1000	txt/e-coupons





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