



Prince Publications

Media Pack & Pricing 2025

Introduction



Established for over 15 years we have the **ONLY** magazines that are delivered monthly to **EVERY** home and business in post codes:

BH25 7 Barton-on-Sea; BH25 6 New Milton South; BH25 5 New Milton North;
BH23 4 Highcliffe West, Friars Cliff into Mudeford and BH23 5 Highcliffe East, Chewton and Walkford.

We also now cover Bi-monthly SO41 0 which includes Milford-on-Sea, Hordle, Everton & Tiptoe and SO41 3,5,8 & 9 which covers Lymington and District.

All magazines are delivered by the Royal Mail.

We reach over 38,000 homes and businesses



Benefits To Our Advertisers

THEY WORK. The magazines are read by local residents and kept as a business directory for local services. The vast majority of the advertisers appear month after month - usually well over 95% - because the magazines work for them, bringing them local customers.

DISTRIBUTION. All magazines are delivered by the Royal Mail, expensive but reliable! The Barton Bugle covers 4210 homes and businesses, New Milton Mail 2459, Highcliffe Herald West 5216, Highcliffe Herald East 4810 and New Milton Mercury 6673. Our new magazines cover: Village Voice 6154 and Lymington Directory 9093. The total distribution is 38615 reaching well over 80,000 local residents!

ONLINE COVERAGE. Our magazines are published monthly on our website so you will get an online presence at no extra cost.

NEW PEOPLE ARE MOVING INTO AREA EVERY MONTH. In most cases these residents are new to the area and have no local knowledge. They are looking for guidance and the magazines offer the perfect opportunity for businesses to get themselves in front of these new potential customers.

PRICE. *The magazines offer great value for money as your advert is with your prospective customer for usually the whole month.*

YOUR ADVERT PLACED IN ALL 7 MAGAZINES WILL REACH AN AUDIENCE OF OVER 80,000 LOCAL PEOPLE!

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Prince Publications, 22 Danes Close, Barton-on-Sea, Hants. BH25 7BU | T: 01425 629841 | E: gary@princepublications.co.uk



Benefits To Our Advertisers

THEY ARE TRULY LOCAL. All our advertisers work in or close to our areas. Given the choice, local people usually prefer to support local businesses.

LONGEVITY. *It won't be thrown away each week like a local newspaper. People will keep it as a reference for the whole month.*

QUALITY. *The magazines have a very high standard of print and production – utilising quality glossy paper. All artwork is professionally finished to ensure that you look your best and that your company is proud to be featured and associated with a high quality publication.*

TERMS & CONDITIONS. Payment is Monthly by Direct Debit. Invoices are sent by email on 15th of month prior to advertising and Payment is taken on the 1st of the month. All artwork to be supplied and approved by deadline. New advertisers will need to supply full name, address, telephone numbers (landline & mobile), email address, website if applicable and company number if LTD.

COPY DEADLINE: Final copy must be submitted by the 7th of each month, for inclusion in the following month's edition.

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Distribution (All Magazines are delivered by Royal Mail)



Highcliffe Herald West (BH23 4)

5216 homes and businesses

Highcliffe Herald East (BH23 5)

4810 homes and businesses

The Barton Bugle (BH25 7)

4210 homes and businesses

New Milton Mail (BH25 6)

2459 homes and businesses

New Milton Mercury (BH25 5)

6672 homes and businesses

The Village Voice (SO41 0)

6154 homes and businesses

The Lymington Directory (SO41 3,5,8 & 9)

9093 homes and businesses



Package Advertising Rates

Prices are PER MONTH and subject to VAT

BH PACKAGE (5 Magazines)

BARTON BUGLE/NEW MILTON MAIL/NEW MILTON MERCURY/HIGHCLIFFE HERALD EAST & WEST

Advert Size	One Month	Three Months	Six Months	Twelve Months
Eighth Page				
Quarter Page				
Half Page				
Full Page with bleed				

BH25 PACKAGE (3 magazines)

BARTON BUGLE/NEW MILTON MAIL/NEW MILTON MERCURY

Advert Size	One Month	Three Months	Six Months	Twelve Months
Eighth Page				
Quarter Page				
Half Page				
Full Page with bleed				

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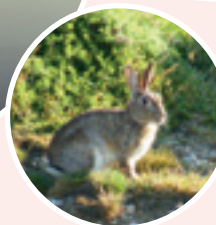
Package Advertising Rates

Prices are PER ISSUE and subject to VAT

SO41 PACKAGE (Bi-monthly magazines)

VILLAGE VOICE/LYMINGTON DIRECTORY

Advert Size	One Issue	Three Issues	Six Issues
Eighth Page			
Quarter Page			
Half Page			
Full Page with bleed			



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BH Magazine Rates

Prices are PER MONTH and subject to VAT

BARTON BUGLE AND NEW MILTON MAIL

Advert Size	One Month	Three Months	Six Months	Twelve Months
Eighth Page				
Quarter Page				
Half Page				
Full Page with bleed				

HIGHCLIFFE HERALD WEST AND EAST

Advert Size	One Month	Three Months	Six Months	Twelve Months
Eighth Page				
Quarter Page				
Half Page				
Full Page with bleed				

THE MERCURY

Advert Size	One Month	Three Months	Six Months	Twelve Months
Eighth Page				
Quarter Page				
Half Page				
Full Page with bleed				

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SO41 Magazine Rates

Prices are PER ISSUE and subject to VAT (Bi-monthly magazines)

SO41 PACKAGE

VILLAGE VOICE/LYMINGTON DIRECTORY

Advert Size	One Issue	Three Issues	Six Issues
Eighth Page			
Quarter Page			
Half Page			
Full Page with bleed			

VILLAGE VOICE (so41 0)

Advert Size	One Issue	Three Issues	Six Issues
Eighth Page			
Quarter Page			
Half Page			
Full Page with bleed			

LYMINGTON DIRECTORY (so41 3,5,8 & 9)

Advert Size	One Issue	Three Issues	Six Issues
Eighth Page			
Quarter Page			
Half Page			
Full Page with bleed			

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Testimonials

The magazines have proven very successful for advertisers but don't take my word for it. Here are a few comments from satisfied customers:

"I recently advertised in the Highcliffe Herald as a new advertising venture. I genuinely received immediate enquiries for work as soon as the advertisement appeared. I have advertised widely in the past in the local press and I have never achieved such a response. Lovely to see real results straightaway and a great way to keep in touch with your local clients."

"I have been regularly advertising in the New Milton Mail and the Barton Bugle for the last two years and I continue to receive enquiries about work as a direct result. I remain absolutely delighted with the response and have no need to advertise anywhere else. As an added bonus it is lovely to work with Gary."

Helen Stewart - Dixon-Stewart Solicitors

"I have advertised in both the Barton Bugle and New Milton Mail for a few years now and I am delighted with the results, my initial reason for advertising was to enable local people to have easily obtainable contact details for me, should they need my services. For many years I thought that I didn't need to advertise due to being local and relying on word of mouth, which is fine until somebody hears about you and wants to make contact but can't find you advertising anywhere? "

At first I didn't imagine it would bring much new business my way, but to my delight it does so regularly. Recently I also started advertising in the Highcliffe Herald, which has also been well worth it. I would recommend these great little magazines to anyone locally who is heard but really needs to be seen.

Joe Woodsford - Town Gas

"Since starting my business I have advertised in the Barton Bugle & New Milton Mail. The first few months I got the odd call, but once beyond six months the calls accelerated as people saw my advert, my sign written van and of course "Word of Mouth" kicked in. To give you an indication of the power, I started my business with 20 customers. Now 5 years on I have 1000 customers! How do people know who you are if you do not promote yourself?"

Paul Crispmayne - Paul's Handyman Services Limited

"We have been advertising in all 3 magazines for almost a year now, getting a good response and would recommend to anyone as friendly service given through Gary. The advertising was easy to set up and is far more cost effective than our local papers. It has been a pleasure to advertise with Gary and hope for a long working relationship in the future."

Steve Monk B&R Electrical

"Thank you Gary for convincing me to advertise in the Barton Bugle, Highcliffe Herald and New Milton Mail. Advertising in your magazines has boosted my business considerably. They are great magazines that all like to read and keep, and I look forward to the next edition myself as they are very informative too."

Brian Vass, Hallmark Builders

"Advertising in The Barton Bugle, New Milton Mail and Highcliffe Herald has proven to be successful for our business in Highcliffe. After consistently having our ads appear in the magazines we are now receiving calls from new customers who have seen our ads. Two great little magazines, full of big ideas, stories and local advertisements."

Tracey Butchart - Dorset Denture Clinic

"I now advertise in around 15 magazines & yours are the most productive for me. One reason is that the magazines have a lot of content in them. A good balance between adverts & informative/interesting articles. Some other publications are a bit thin on both fronts. For this reason, I think people are inclined to read through the magazine & look forward to the next edition. This means the advert gets viewed regularly by a greater proportion of the readers. It has certainly proved a worthwhile investment, that I am keen to keep supporting."

Rob Munday Flair Interiors

"We have had a happy association with Gary Prince and the Barton Bugle having advertised continuously since the first edition.

Gary is always helpful and most obliging, we have experienced excellent response to our adverts and would recommend both The Bugle and its sister publications."

Donald Darbishire The Cliff House Hotel

"I've been advertising in the Bugle and New Milton Mail for a while now. Continued advertising has been a great part of my fast growing business and the majority of my work has come from the Bugle. Keep up the great work, they are a fantastic read over a cuppa! Can't wait for the next issue."

Debbie Smith Hairdresser

"I'm very pleased with the response I'm receiving from your magazines. I think the success of your magazines is down to your personal hands on approach and the fact that they are delivered free of charge, small, glossy, easy to read and store. Your joint magazines are now generating me the majority of my enquiries."

Neville Bramley New Milton Locksmiths

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