

ECHO MAGAZINE

Open up your weekend

An amazing 46,647* readers open up their copy of Dorset Echo Magazine every Saturday.

Dorset Echo Magazine - The South Coast's unbeatable lifestyle and TV magazine FREE with the Dorset Echo every Saturday!

Open up Weekend Magazine and you will find 7-day TV listings, terrestrial, cable & satellite channels packaged with lifestyle features including celebrity interviews, tasty recipes, travel articles, book and CD reviews, local walks, together with stylish fashion spreads and gardening features.

This quality publication is aimed at the local audience - something no national magazine can offer. This local element makes the Magazine unique and relevant to its local readers.

Printed on high quality paper, the Magazine is stitched and trimmed to a user friendly size. This easy reference format and the comprehensive TV guide ensure the Magazine is kept in the home for a full seven days.



2009 Media Sheet

Issue Date Every Saturday

Rates		1-5 Inserts	6+ Inserts
	Back page	£500	£450
	Inside cover	£350	£315
	Full page	£300	£275
	Half Page (Landscape)	£175	£157
	Half Page (Portrait)	£175	£157
	Quarter Page	£95	£85
	Feature/Fractional	£3.00scc	

Sizes		
	Full page	250mm high x 175.5mm wide (296mm x 220mm to bleed)
	Half Page (Landscape)	120mm high x 175.5mm wide
	Half Page (Portrait)	250mm high x 87mm wide
	Quarter Page	120mm high x 87mm wide

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*(Source: JICREG Oct 2008)

DorsetECHO

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