

*the complete local lifestyle guide!*

The new Internet TV and Lifestyle Magazine dedicated to Chichester.

From critically acclaimed drama at the Festival Theatre, award winning films at the Chichester Cinema, the complete guide to the Chichester Festivities, art exhibitions at Pallant House, through to the cream of live music, gourmet dining, fabulous homes or the simple treasures that the city has to offer such as Priory Park and The Bishop's Palace Gardens..... 'the audience' will have it all!

#### Distribution

15,000 copies of the magazine will be packed with well crafted articles that offer an independent, informative and interesting point of view on local people, places and attractions that will make it the 'must read' publication for the area.

Working with The Chichester Festival Theatre, the Chichester Cinema at New Park, Pallant House, West Dean Gardens and Spirit FM. 'the audience' will be delivered to selected homes in the city and surrounding villages as well as being available at 'high footfall' locations such as tourist information offices, hotels, wine bars, restaurants and participating stores.

The large, targeted circulation provides the perfect medium for advertisers to reach their own 'audiences' in this 'read and keep' coffee table-top quarterly magazine which is designed to be an easy reference guide to what's going on in the area as well as holding the reader's attention with thought provoking articles.

The team behind 'the audience' are all experienced designers, writers and advertising managers who will ensure that a quality publication is produced each and every time.

With advertising rates starting from as little as £110 + VAT, don't miss this great opportunity to get your message directly in front of 'the audience' today!



## 'the audience' tv website

www.theaudience.tv is an internet TV/video channel and online entertainment and lifestyle magazine.

A comprehensive guide to all that is... Chichester.

To include entertainment listings, reviews and interviews of all theatre, cinema, art, dance, live music and fine dining.

The lifestyle content will cover Chichester people, local business' including the largest stores in the city centre to the unique smaller business' trading from converted farmhouse buildings.

This exciting new media will enable your business to be encapsulated and shown 24 hours a day, 7 days a week, 365 days a year and will also be available for you to have on your own website!

The Audience is unique in the way we will reach new viewers every month. A large advertising campaign will run with every issue of our magazine 'the audience' to promote www.theaudience.tv. The magazine itself reaches over 25,000 readers in the Chichester area through a combined direct door mailshot to selected homes and a free pick up from the Chichester Festival Theatre, Chichester Cinemas, Pallant House, West Dean Gardens and many shops, hotels, restaurants and wine bars throughout the city. This will ensure your business will not be missed. This will be enhanced with promotion on Spirit FM.

The internet has fast become the most important viewing for the UK population. More time is now spent viewing the internet than watching TV and the gap is increasing all the time. Your advertising needs to be viewed as much as possible and all eyes are glued to the web!!

Advertising on www.theaudience.tv can cost from as little as £10 per week. A short film of your business starts from as little as £395. This price also includes the opportunity for you to run the film on your own website.



*reasons to advertise with 'the audience'*

- a** A large circulation - We print and distribute 15,000 copies of The Audience every quarter, supported by Chichester Festival Theatre and Chichester Cinema at the New Park, Pallant House, West Dean Gardens and Spirit FM.
- u** Unique opportunity to reach thousands of local potential customers through our distribution network and groundbreaking local TV website.
- d** Direct through the front door of carefully selected homes in Chichester and the surrounding villages. Also in city distribution - The Audience can be found in high footfall locations throughout the city including the tourist information office, hotels, cafes, pubs, wine bars, shops and selected estate agents.
- i** Internet TV. [www.theaudience.tv](http://www.theaudience.tv)  
The Audience TV is a brand new and exciting extension of our magazine. What's on? The Audience TV is the place to find out. Your business can reach thousands of viewers each month using high quality video coverage.
- e** Experienced advertising account managers and designers to work with you to help you achieve an excellent response.
- n** No-nonsense approach to our reviews and articles, we will also try out many of our advertisers ourselves and seek independent reports on the ones we don't.
- C** Cost effective advertising - as well as being highly targeted advertising. The Audience is very cost effective and advertising starts from as little as £110 +VAT per quarter. Series discounts are available.
- e** Entertainment, Art, Homes, Garden, Lifestyle, Food and Drink... in fact everything that is... Chichester.

## advertising information

### Rates

Full Page	£595.00
Half Page	£325.00
Quarter Page	£195.00
Eighth Page	£110.00

All prices are subject to VAT and series discounts are available.

### Publication Dates

Spring Issue:	March
Summer Issue:	June
Autumn Issue:	September
Winter Issue:	November

Please ask the sales team for further information including deadline dates.

### Mechanical Data



FULL PAGE - TRIM (FINISHED SIZE OF PUBLICATION)  
148MM WIDE X 210MM HIGH

FULL PAGE - BLEED  
154MM WIDE X 216MM HIGH

TYPE AREA (TO ENSURE ALL TEXT IS VISIBLE ON PAGE)  
128MM X 190MM HIGH



HALF PAGE HORIZONTAL  
128MM WIDE X 95MM HIGH

HALF PAGE VERTICAL  
62MM WIDE X 195MM HIGH



QUARTER PAGE VERTICAL  
62MM WIDE X 95MM HIGH

QUARTER PAGE HORIZONTAL  
128MM WIDE X 45MM HIGH

EIGHTH PAGE  
62MM WIDE X 45MM HIGH