

# Our East End Rate Card

Tower Hamlets quarterly borough-wide magazine



Circulation

**153,000**

copies published four times a year



Delivered to

**135,900**

households in Tower Hamlets and 366 bulk distribution points across (E14, E1, E2, E3, E1W)



Population

**340,900**

Age



0-14  
**18%**

15-24  
**14%**

25-34  
**29%**

35-49  
**22%**

50-64  
**10%**

65+  
**6%**



Ethnicity

BAME

**55%**

White ethnic

**45%**

Largest Bangladeshi population in England

**32%**



Employment

Employed and self-employed

**70.5%**

Full-time

**78.8%**

Part-time

**21.2%**



# Our East End Rate Card

## Publication dates and deadlines 2024

Publication date	Booking deadline	Copy finished and artwork deadline
11 March 2024	22 January 2024	29 January 2024
10 June 2024	19 April 2024	26 April 2024
09 September 2024	19 July 2024	26 July 2024
09 December 2024	18 October 2024	25 October 2024

## Display advertising rates (plus VAT)

Size	Dimensions (mm)	Price
Full page	216w x 292h	£1450
Half page	216w x 145h	£780
Quarter page	106w x 145h	£450

<b>Prime positions:</b>	Inside front cover <b>£1750</b>	Back cover <b>£1850</b>
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<b>Discounts</b>	2-3 bookings: <b>10%</b>	4+ bookings: <b>25%</b>	Charities: <b>10%</b>
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## Artwork

### **You can provide your own artwork**

Artwork shall only be accepted via email or electronic transfer as a high-resolution PDF or Illustrator EPS file with all fonts and images embedded. We also accept high-resolution TIFF and JPG files. Artwork must be set to the correct dimensions as per your booking.

Finished artwork supplied by the client which does not meet our high publishing standards will be rejected.

### **We can design your artwork**

We provide an affordable in house design service to help you create the perfect advert, rates are as follows:

Quarter page  
advert design  
**£50**

Half page  
advert design  
**£100**

Full page  
advert design  
**£150**

Please note that any changes made to artwork after final sign-off will be subject to a £150 late change fee.

## Payment

All advertisements must be paid in full by debit/credit card at the point of booking. Your booking will not be confirmed until payment has been received.

## Contacts

### **Rably Malik**

Senior Marketing Officer  
020 7364 6005

### **Mike Pickin**

Marketing Officer  
020 7364 4994