

# C & S W A Advertiser

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**An Independently owned News-Mag distributed in Cardiff,  
Swansea, Newport and The South Wales Valleys**

**MATCHING BUYERS WITH SELLERS**



## **Cardiff & South Wales Advertiser**

Publishers - Hot Press Publications  
Mackintosh House, 136 Newport Road, Cardiff. CF24 1DJ  
Telephone: 029 2030 3900 Facsimile: 029 2040 2744

### **Display Advertising**

Telephone: 029 2040 2740 / 01685 382300

### **Classified Advertising**

Telephone/Facsimile: 01685 382300

### **The Studio**

Telephone: 029 2040 2742

E-mail: [cardiff.advertiser@virgin.net](mailto:cardiff.advertiser@virgin.net)

Website: [www.cardiffandsouthwalesadvertiser.com](http://www.cardiffandsouthwalesadvertiser.com)

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Dear

Cardiff & South Wales Advertiser is the only independent free fortnightly News-mag distributed throughout the City of Cardiff and South Wales. Established in 1991, its aim is to offer a high profile advertising platform for all types of business wishing to gain custom from the citizens of Cardiff, Swansea, Newport and the South Wales Valleys.

Cardiff & South Wales Advertiser has grown and become a respected part of the local media scene, offering a variety of features and opportunities to our advertisers.

Our rate card and distribution information is enclosed, and we are sure our readership of over 90,000 together with interesting editorial, weekly entertainment features and property reviews, makes us the ideal publication to project the image of your company and gain the desired results.

Our staff look forward to being of helpful assistance to you in the future.

Yours sincerely,

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## RATES & DATA

FRONT COVER ..... £9.50 per S.C.C

ADVERTISING (R.O.P) ..... £9.00 per S.C.C

### CLASSIFIED RATES

(minimum size 3x1 - 30mm x 29mm) ..... £6.00 per S.C.C

PROPERTY, RECRUITMENT, FEATURES ..... £11.00 per S.C.C

### DISCOUNTS ON SERIES - RATES ON REQUEST

PUBLISHED FORTNIGHTLY ON A FRIDAY

COPY DEADLINES: Friday before distribution date

MECHANICAL DATA:

Paper weight.....	85 gsm
Magazine size.....	A4
Number of Columns.....	6
Column width.....	29mm
Readership.....	90,000

ADVERTISING SIZE:

Printed area DPS.....	270mm x 400mm
Printed area full page.....	270mm x 190mm
Printed area half page.....	130mm x 190mm
Printed area Front Cover.....	230mm x 210mm with 3mm bleed

#### Cancellations:

Advertisements booked as 'Special Offers' or 'Discounted Rate' require a four week notice, prior to publication date.

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# C&S A Advertiser

Cardiff & South Wales Advertiser can be picked up  
FREE from the following areas in Wales



map not to scale



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- Great personal care and attention to all our customers.
- Editorial on Entertainment, Local news, Special Events, Sports etc...
- Regular Competitions, Horoscope and Crosswords
- Specialised Feature pages giving in-depth editorial revue for businesses who excel in their field or who offer an exclusive service.
- Specialists in New Home Property Development.
- Strong Recruitment and Courses section.
- Strong Classified Section incorporating a wide range of services to cater for all our readers needs.
- Creative design layout, and proofing service for your adverts and articles without extra cost.
- Choice of Spot Colour or Full Colour Advertising at reasonable rates.
- Controlled Distribution, with ALR to Supermarkets and other Outlets including Asda, Tesco, Sainsburys, Morrisons, Co-op, covering all CF; SA; NP post codes. The professional team of merchandisers, display every copy, re-stocking throughout the week to ensure constant availability at all outlets.
- Online webpages to view at: [www.cardiffandsouthwalesadvertiser.com](http://www.cardiffandsouthwalesadvertiser.com)

## PUBLICATION DATES 2018

Friday 5 January \*

Friday 19 January \*\*

Friday 2 February \*

Friday 23 February \*\*

Friday 16 March \*

Friday 30 March \*\*

Friday 13 April \*

Friday 27 April \*\*

Friday 11 May \*

Friday 25 May \*\*

Friday 8 June \*

Friday 22 June \*\*

Friday 6 July \*

Friday 20 July \*\*

Friday 3 August \*

Friday 24 August \*\*

Friday 14 September \*

Friday 28 September \*\*

Friday 12 October \*

Friday 26 October \*\*

Friday 9 November \*

Friday 23 November \*\*

Friday 7 December \*

Friday 21 December \*\*

\* CA publication      \*\* CA/NHW publication

Deadline for Artwork is the Friday before the distribution date.

Send Artwork to: [mary.advertiser@virgin.net](mailto:mary.advertiser@virgin.net)

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