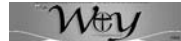


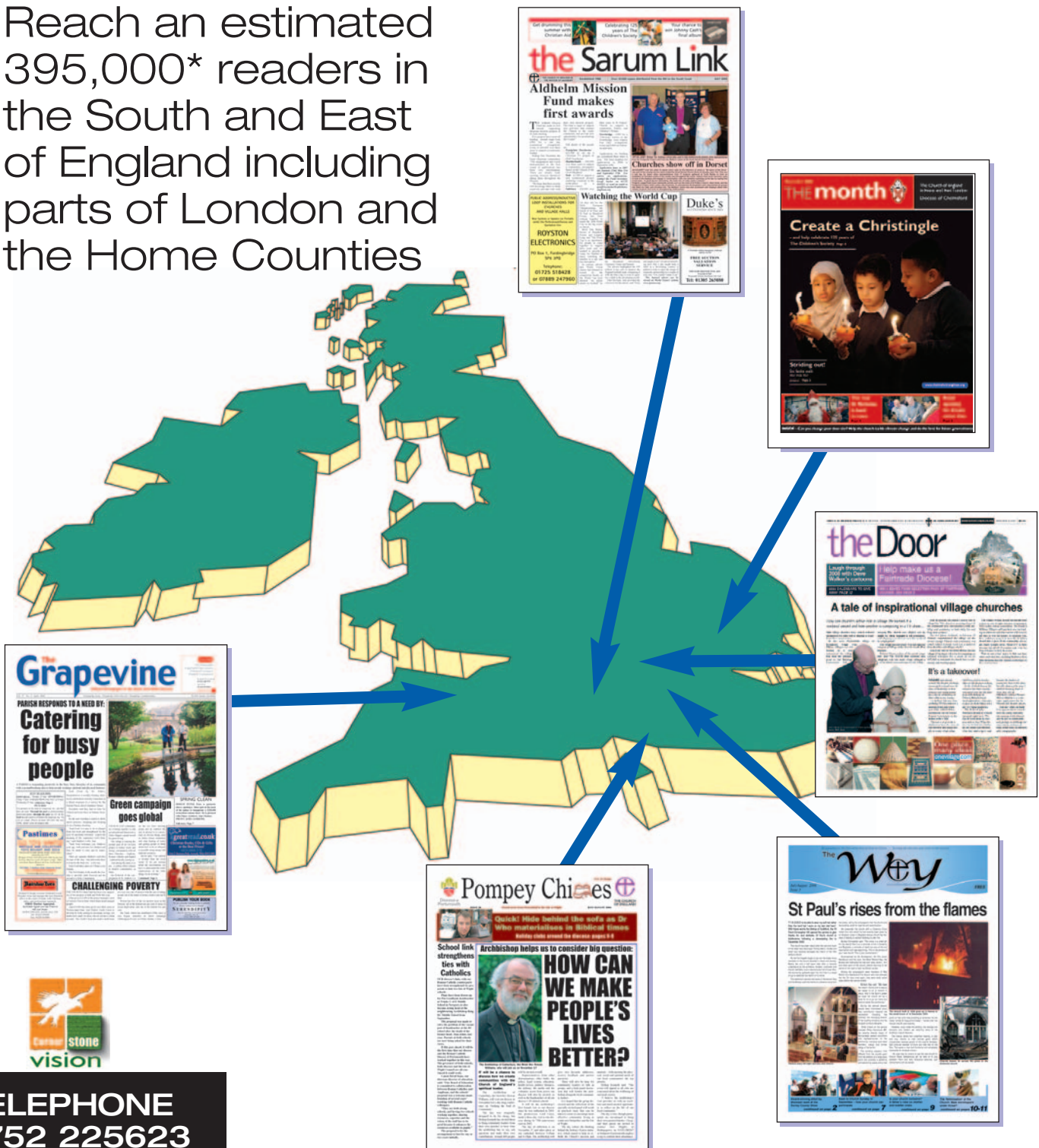


## Diocesan Newspaper Advertising Sales



# Media Pack

Reach an estimated 395,000\* readers in the South and East of England including parts of London and the Home Counties



**TELEPHONE**  
**01752 225623**

email: diocesan@cornerstonevision.com

\* Figures based on 2.5 readers per copy - print run 158,000



## Diocesan Newspaper Advertising Sales



# reach a valuable audience through diocesan newspapers

More than four million people regularly attend Christian churches in England, with more attending Anglican than other Churches.\*

Many of them keep in touch with news and events in their region by reading the newspapers produced by their Diocese.

Cornerstone Vision publishes newspapers on behalf of six Dioceses with a **combined circulation of over 158,000 copies**. They are a cost effective and efficient way for potential advertisers to reach this valuable audience.

According to research more than half those attending church on a regular basis are aged 45 and over, are more likely to be homeowners and have greater levels of disposable income than the rest of the population. Nearly one in four of those attending church are aged 65 and over.

The figures still show a sizeable reach for younger Christians who are likely to have family and be interested in a wide range of products and services.

All the Diocesan newspapers published by Cornerstone Vision carry topically timed or themed features on specific subjects which can benefit both readers and advertisers alike.

**Advertising in any of the titles could not be easier, whether for products, services, vacancies, holiday accommodation or events simply call 01752 225623, email [diocesan@cornerstonevision.com](mailto:diocesan@cornerstonevision.com)**

### Titles published & normal ad rates – (rates based on cost per single column cm)

Title	No. of editions per annum	Diocese Area	Circulation	Ad rate per s.c.c.*
The Door	11	Oxford Diocese	36,500	£6.50
The Month	12	Chelmsford Diocese	31,000	£6.50
The Wey	10	Guildford Diocese	26,000	£5.75
Sarum Link	12	Salisbury Diocese	30,000	£5.75
Grapevine	12	Bath & Wells Diocese	26,500	£5.75
Pompey Chimes	10	Portsmouth Anglican Diocese	8,000	£3.00
<b>TOTAL GROUP (all papers)</b>			<b>158,000</b>	

\*Rates shown are our standard single insertion rate excluding any discounts and VAT which is added at the current rate.

\*Source Tearfund report 'Church going in the UK' 03.04.07

**FOR MORE INFORMATION PHONE 01752 225623**



## Diocesan Newspaper Advertising Sales



# how to calculate how much your advert will cost

### How to calculate the cost of your advertisement

All of the Diocesan newspapers published by Cornerstone Vision are printed in tabloid format based on an 8 column grid. Please see table (below) of column widths applicable to all the titles and an example of how to calculate the cost of your advert.

Diocesan column widths	
1 column :	30mm
2 columns :	63mm
3 columns :	96mm
4 columns :	129mm
5 columns :	162mm
6 columns :	195mm
7 columns :	228mm
8 columns :	261mm

Example	
<b>APPROX SIZE SHOWN</b>	
5x2 column	
= 5cm deep x 63mm wide	
= 10 column cm's	

Cost of single 5x2 advert excluding VAT	
The Door: 10 x £6.50 =	£65.00
The Month: 10 x £6.50 =	£65.00
The Wey: 10 x £5.75 =	£57.50
Sarum Link: 10 x £5.75 =	£57.50
Grapevine: 10 x £5.75 =	£57.50
Pompey Chimes: 10 x £3.00 =	£30.00

### Save on your advertising with discounts

Research shows that advertising on a regular basis is far more effective and efficient than one-off adverts. This is why Cornerstone Vision offers substantial discounts for series bookings to ensure advertisers get the maximum benefit from their expenditure.

Equally we encourage both new and existing advertisers to make the most of their advertising campaigns by using other Diocesan titles within their catchment area, offering Group Discounts on top of any Series Discounts already taken – please see tables (below).

We are only too pleased to discuss your advertising requirements with you and help plan your campaign to make the most of your budget.

Series Discount (display adverts only)	
Number of Issues	% Discount
3	15%
6	20%
10-12	25%
Agency Discount	10%

Group Discount (display adverts only)	
Number of Titles	% Discount
2	10%
3	15%
4	20%
5	25%
6+	30%

About your advert
<p>If you are providing completed artwork it can be sent on CD / DVD or via email in any of the following formats: PDF, EPS, TIFF or JPEG. The resolution should be a minimum of 300 dpi. (Do ensure that fonts, logos, photographs etc are included). Colour artwork should arrive as CMYK. Do call to discuss any other format before sending.</p>
<p><b>Do you need help with artwork?</b> Our prices are for completed electronic or camera ready artwork, although if required typesetting can be undertaken at our in-house studio. Should the advertiser require bromides or film, these will carry a further charge. If we are preparing the artwork, Logo's and illustrations should be supplied as good quality, clear originals to ensure best reproduction.</p>
<p><b>Will you need to see a proof?</b> Although every care is taken in the production of advertising material, many advertisers like to see a proof. These should be carefully read, addresses, phone numbers etc checked for accuracy. If you require to see a proof before publication it will be necessary to have your copy a week before the published artwork deadline.</p>
<p><b>We're here to help</b> Do feel free to call and discuss any of these matters with your advertising sales representative who should be able to smooth out any problems or give you an email address if you need to send copy or photographs etc via the email.</p>

**FOR MORE INFORMATION PHONE 01752 225623**

# THE month



The Church of England  
in Essex and East London  
Diocese of Chelmsford

With a 31,000 print run, The Month is the regular title for the Diocese of Chelmsford. A unique mix of major city and rural areas. The Month will enable advertisers to reach readers from the coast at Southend on Sea right into the Eastern suburbs of London at Woodford and Waltham Forest. Other notable towns include Colchester, Romford and Harlow plus other smaller towns and villages throughout Essex. Distributed via 618 parish churches in the Diocese.



Barking	Harwich
Basildon	Hornchurch
Braintree	Ilford
Billericay	Maldon
Brentwood	Romford
<b>CHELMSFORD</b>	Southend on Sea
Clacton on Sea	Sea
Colchester	Stansted
Epping	Waltham Forest
Harlow	Woodford

- Published monthly
  - Circulation 31,000
  - Advertising rates (per single column centimetre) £6.50 (10% reduction for mono ad)
  - Insert rate £45.00 per 1,000 (based on loose insert up to max.15gms – subject to sight of samples)
- All rates quoted are excluding VAT.

For advert/copy deadlines and distribution dates please refer to separate sheet.

Sample advert: 10x2 columns = 20 c.c.'s

The Church of England in Essex and East London
THE month
The Church of England in Essex and East London  
Diocese of Chelmsford

**Single insertion**  
£130.00

**Series of three – 15% discount**  
£110.50 per ad

**Series of six – 25% discount**  
£97.50 per ad

10cm x 2  
columns

**Mono version  
subject to 10%  
discount**

The above rates are per advert & subject to VAT

Sample advert: 10x3 columns = 30 c.c.'s

The Church of England in Essex and East London
THE month
The Church of England in Essex and East London  
Diocese of Chelmsford

**Single insertion**  
£195.00

**Series of three – 15% discount**  
£165.75 per ad

**Series of six – 25% discount**  
£146.25 per ad

10cm x 3  
columns

**Mono version  
subject to 10%  
discount**

The above rates are per advert & subject to VAT

Sample advert: 17x4 columns = 68 c.c.'s

The Church of England in Essex and East London
THE month
The Church of England in Essex and East London  
Diocese of Chelmsford

**Single insertion**  
£442.00

**Series of three – 15% discount**  
£375.70 per ad

**Series of six – 25% discount**  
£331.50 per ad

17cm x  
4 columns

**Mono  
version  
subject  
to 10%  
discount**

The above rates are per advert & subject to VAT

**FOR MORE INFORMATION PHONE 01752 225623**

# The Wey

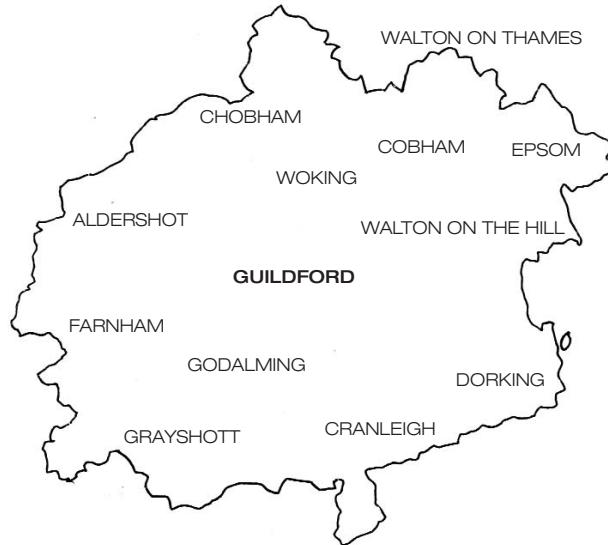
www.cofeguildford.org.uk

FREE

The full colour newspaper for the Diocese of Guildford with 26,000 copies being published monthly (excluding January and August). Contains lively news, reviews, listings and discussion in a contemporary format. Distributed by 217 parish churches throughout the Diocese.

Chessington  
Chobham  
Cobham  
Cove  
Cranleigh  
Crookham  
Dorking  
Epsom  
Esher  
Farnborough  
Farnham  
Godalming  
Grayshott

Great Bookham  
**GUILDFORD**  
Hazelmere  
Leatherhead  
Milford  
Oxshott  
Stoneleigh  
Virginia Water  
Walton on  
Thames  
Weybridge  
Woking



- Published monthly
  - Circulation 26,000
  - Advertising rates (per single column centimetre) £5.75 (10% reduction for mono ad)
  - Insert rate £45.00 per 1,000 (based on loose insert up to max.15gms – subject to sight of samples)
- All rates quoted are excluding VAT.

For advert/copy deadlines and distribution dates please refer to separate sheet.

Sample advert: 10x2 columns = 20 c.c.'s

**The Wey**

**Single insertion**  
£115.00

**Series of three – 15% discount**  
£97.75 per ad

**Series of six – 25% discount**  
£92.00 per ad

10cm x 2  
columns

**Mono version  
subject to 10%  
discount**

The above rates are per advert & subject to VAT

Sample advert: 10x3 columns = 30 c.c.'s

**The Wey**

**Single insertion**  
£172.50

**Series of three – 15% discount**  
£146.63 per ad

**Series of six – 25% discount**  
£129.38 per ad

10cm x 3  
columns

**Mono version  
subject to 10%  
discount**

The above rates are per advert & subject to VAT

Sample advert: 17x4 columns = 68 c.c.'s

**The Wey**

**Single insertion**  
£391.00

**Series of three – 15% discount**  
£332.35 per ad

**Series of six – 25% discount**  
£293.25 per ad

17cm x 4  
columns

**Mono version  
subject to 10%  
discount**

The above rates are per advert & subject to VAT

**FOR MORE INFORMATION PHONE 01752 225623**

# the Sarum Link



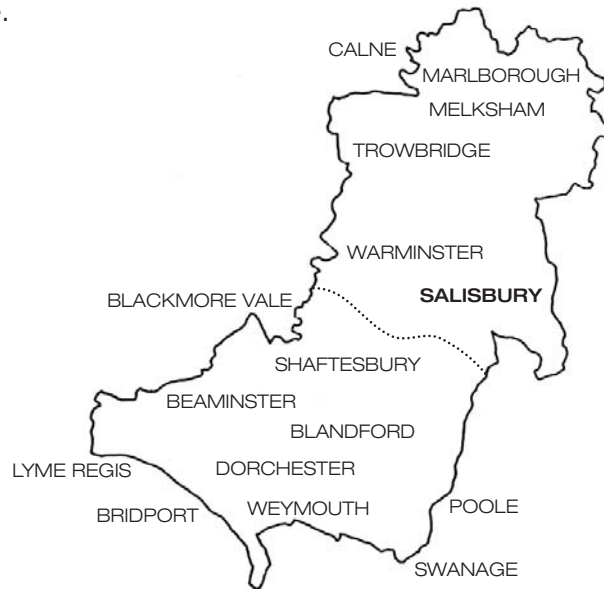
THE CHURCH OF ENGLAND IN  
THE DIOCESE OF SALISBURY

Established 1988

Over 32,000 copies distributed from the M4 to the South Coast

The monthly newspaper for the Diocese of Salisbury was established in 1988 and has a 30,000 circulation stretching from the M4 to the South Coast. In depth stories from throughout the Diocese plus a page of Cathedral News, news in brief, extensive listings and reviews ensure the title's continued popularity with its readership. Sarum Link has a strong following of local shops and service providers, alongside Christian organisations. Distributed via 571 parish churches in the Diocese. Front page advertising available.

- |                  |                  |
|------------------|------------------|
| Abbotsbury       | <b>SALISBURY</b> |
| Beaminster       | Shaftesbury      |
| Blandford Forum  | Sherborne        |
| Bradford on Avon | Sturminster      |
| Charminster      | Newton           |
| Devizes          | Swanage          |
| Dorchester       | Trowbridge       |
| Lyme Regis       | Wareham          |
| Marlborough      | Weymouth         |
| Melksham         | Wimbourne        |
| Pewsey           | Winterbourne     |
| Poole            |                  |



- Published monthly
  - Circulation 30,000
  - Advertising rates (per single column centimetre) £5.75 (10% reduction for mono ad)
  - Insert rate £45.00 per 1,000 (based on loose insert up to max.15gms – subject to sight of samples)
- All rates quoted are excluding VAT.

For advert/copy deadlines and distribution dates please refer to separate sheet.

Sample advert: 10x2 columns = 20 c.c.'s

Sample advert: 10x3 columns = 30 c.c.'s

Sample advert: 17x4 columns = 68 c.c.'s

**the Sarum Link**

THE CHURCH OF ENGLAND IN THE DIOCESE OF SALISBURY    Established 1988    Over 32,000 copies distributed from the M4 to the South Coast    JULY 2008

**Single insertion**  
£115.00

**Series of three – 15% discount**  
£97.75 per ad

**Series of six – 25% discount**  
£86.25 per ad

10cm x 2  
columns

**Mono version  
subject to 10%  
discount**

The above rates are per  
advert & subject to VAT

**the Sarum Link**

THE CHURCH OF ENGLAND IN THE DIOCESE OF SALISBURY    Established 1988    Over 32,000 copies distributed from the M4 to the South Coast    JULY 2008

**Single insertion**  
£172.50

**Series of three – 15% discount**  
£146.63 per ad

**Series of six – 25% discount**  
£129.38 per ad

10cm x  
3 columns

**Mono version  
subject to 10%  
discount**

The above rates are per  
advert & subject to VAT

**the Sarum Link**

THE CHURCH OF ENGLAND IN THE DIOCESE OF SALISBURY    Established 1988    Over 32,000 copies distributed from the M4 to the South Coast    JULY 2008

**Single insertion**  
£391.00

**Series of three – 15% discount**  
£332.25 per ad

**Series of six – 25% discount**  
£293.25 per ad

17cm x  
4 columns

**Mono  
version  
subject  
to 10%  
discount**

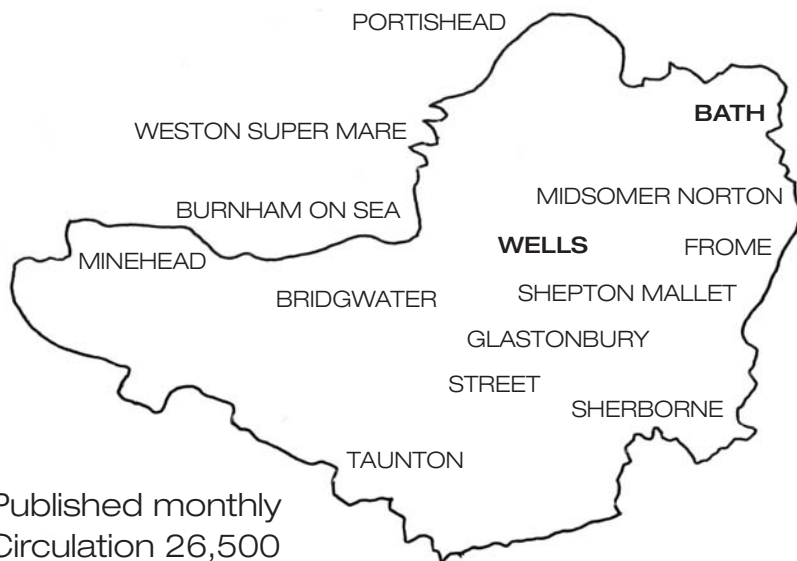
The above rates are per  
advert & subject to VAT

**FOR MORE INFORMATION PHONE 01752 225623**

# The Grapevine

Official Newspaper of the Bath and Wells Diocese

A lively monthly news title for the Diocese of Bath and Wells whose 26,500 distribution reaches from the beautiful Cathedral cities of Bath and Wells throughout Somerset to Yeovil and Taunton. The coastal towns of Weston Super Mare, Minehead and others on the Bristol Channel are also covered. Distributed by 570 parish churches in the Diocese. Front page advertising available.




**BATH**  
 Bridgwater  
 Burnham on Sea  
 Frome  
 Glastonbury  
 Midsomer Norton  
 Minehead  
 Portishead

Shepton Mallet  
 Sherborne  
 Street  
 Taunton  
**WELLS**  
 Weston Super Mare  
 Yeovil

- Published monthly
  - Circulation 26,500
  - Advertising rates (per single column centimetre) £5.75 (10% reduction for mono ad)
  - Insert rate £45.00 per 1,000 (based on loose insert up to max.15gms – subject to sight of samples)
- All rates quoted are excluding VAT.

For advert/copy deadlines and distribution dates please refer to separate sheet.

Sample advert: 10x2 columns = 20 c.c.'s



**Single insertion**  
£115.00

**Series of three - 15% discount**  
£97.75 per ad


**Series of six - 25% discount**  
£86.25 per ad

**10cm x 2  
columns**

**Mono version  
subject to 10%  
discount**

The above rates are per  
advert & subject to VAT

Sample advert: 10x3 columns = 30 c.c.'s



**Single insertion**  
£172.50

**Series of three - 15% discount**  
£146.63 per ad


**Series of six - 25% discount**  
£129.38 per ad

**10cm x 3  
columns**

**Mono version  
subject to 10%  
discount**

The above rates are per  
advert & subject to VAT

Sample advert: 17x4 columns = 68 c.c.'s



**Single insertion**  
£391.00

**Series of three - 15% discount**  
£332.25 per ad

**Series of six - 25% discount**  
£293.25 per ad

**17cm x 4  
columns**

**Mono  
version  
subject  
to 10%  
discount**

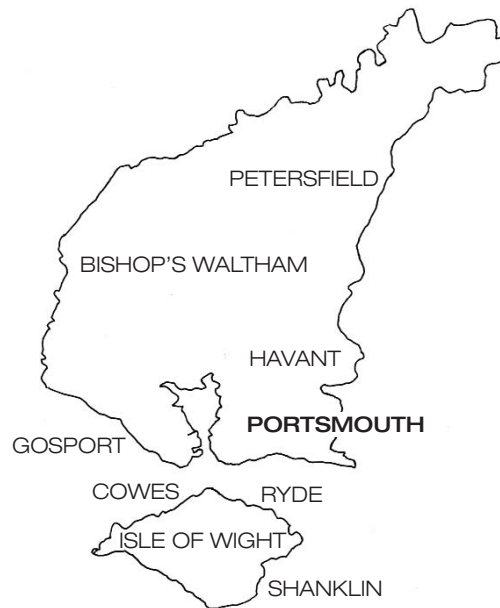
The above rates are per  
advert & subject to VAT

**FOR MORE INFORMATION PHONE 01752 225623**

The newspaper for the Anglican Diocese of Portsmouth, with a 8,000 circulation in a compact region around Portsmouth. Published 10 times a year (not January or August) the Pompey Chimes carries parish news from Petersfield to the Isle of Wight. Other features such as the Big Issue tackle current issues while others look at mission. A huge listing section helps keep readers active. Distributed by 165 parish churches throughout the Diocese.

Bishop Waltham  
Bramshott  
Empshott  
Fareham  
Gosport  
Greatham  
Havant  
Hayling Island  
Langrish  
Liss


Newport IOW  
Petersfield  
**PORTSMOUTH**  
Ryde  
IOW  
Southsea  
Ventor IOW  
Waterlooville  
Wickham



- Published monthly
  - Circulation 8,000
  - Advertising rates (per single column centimetre) £3.00 (10% reduction for mono ad)
  - Insert rate £45.00 per 1,000 (based on loose insert up to max.15gms – subject to sight of samples)
- All rates quoted are excluding VAT.

For advert/copy deadlines and distribution dates please refer to separate sheet.

Sample advert: 10x2 columns = 20 c.c.'s



**Single insertion**  
£60.00

**Series of three – 15% discount**  
£51.00 per ad

**Series of six – 25% discount**  
£45.00 per ad

**Mono version  
subject to 10%  
discount**

**10cm x 2  
columns**

The above rates are per  
advert & subject to VAT

Sample advert: 10x3 columns = 30 c.c.'s



**Single insertion**  
£90.00

**Series of three – 15% discount**  
£76.50 per ad


**Series of six – 25% discount**  
£67.50 per ad

**Mono version  
subject to 10%  
discount**

**10cm x 3  
columns**

The above rates are per  
advert & subject to VAT

Sample advert: 17x4 columns = 68 c.c.'s



**Single insertion**  
£204.00

**Series of three – 15% discount**  
£173.40 per ad

**Series of six – 25% discount**  
£153.00 per ad

**Mono  
version  
subject  
to 10%  
discount**

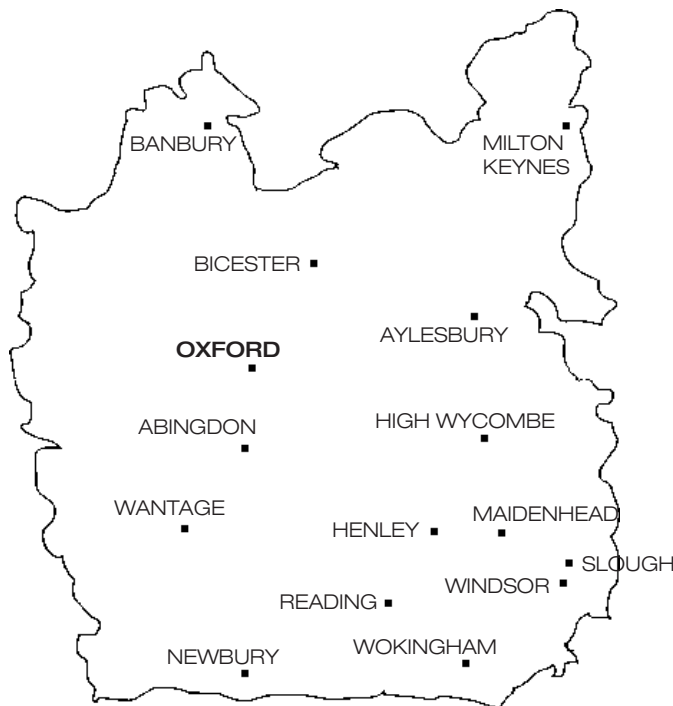
**17cm x  
4 columns**

The above rates are per  
advert & subject to VAT

# the Door

The official monthly newspaper (not published January or August) for the Anglican Diocese of Oxford. A total of 36,500 copies are distributed across Berkshire, Buckinghamshire and Oxfordshire, including other major urban areas of Oxford, Reading, High Wycombe and Milton Keynes.


- |           |                  |           |
|-----------|------------------|-----------|
| Abingdon  | Henley on Thames | Reading   |
| Aylesbury | High Wycombe     | Sandhurst |
| Banbury   | Leighton Buzzard | Slough    |
| Bicester  | Maidenhead       | Thatcham  |
| Bletchley | Milton Keynes    | Wantage   |
| Bracknell | Newbury          | Windsor   |
| Didcot    | <b>OXFORD</b>    | Wokingham |



- Published monthly (exc Aug and Jan)
  - Circulation 36,500
  - Advertising rates (per single column centimetre) £6.50 (10% reduction for mono ad)
  - Insert rate £45 per thousand (based on loose insert up to max.15 gms - subject to sight of samples)
- All rates quoted excluding VAT

For advert/copy deadlines & distribution dates please refer to separate sheet

Sample advert: 10x2 columns = 20 c.c.'s



**Single insertion**  
£130.00

**Series of three - 15% discount**  
£110.50 per ad


**Series of six - 25% discount**  
£97.50 per ad

10cm x 2  
columns

**Mono version  
subject to 10%  
discount**

The above rates are per advert & subject to VAT

Sample advert: 10x3 columns = 30 c.c.'s



**Single insertion**  
£195.00

**Series of three - 15% discount**  
£165.75 per ad


**Series of six - 25% discount**  
£146.25 per ad

10cm x 3  
columns

**Mono version  
subject to 10%  
discount**

The above rates are per advert & subject to VAT

Sample advert: 17x4 columns = 68 c.c.'s



**Single insertion**  
£442.00

**Series of three - 15% discount**  
£375.70 per ad

**Series of six - 25% discount**  
£331.50 per ad

17cm x 4  
columns

**Mono version  
subject to 10%  
discount**

The above rates are per advert & subject to VAT

**FOR MORE INFORMATION PHONE 01752 225623**



## Diocesan Newspaper Advertising Sales

THE month

Wey

the Sarum Link

Grapevine

Pompey Chimes

the Door

# copy deadlines and distribution schedules 2009

month	The Month		The Wey		Grapevine, Pompey Chimes, The Door & Sarum Link	
	final artwork deadline	distributed from churches	final artwork deadline	distributed from churches	final artwork deadline	distributed from churches
january 2009	28 nov	28 dec	no Wey	no Wey	28 nov	21 dec No Pompey Chimes
february 2009	05 jan	25 jan	05 jan	25 jan	05 jan	25 jan
march 2009	30 jan	22 feb	30 jan	22 feb	30 jan	22 feb
april 2009	27 feb	29 mar	27 feb	22 mar	06 mar	29 mar
may 2009	27 mar	26 apr	03 apr	26 apr	03 apr	26 apr
june 2009	01 may	31 may	01 may	24 may	08 may	31 may
july 2009	29 may	28 jun	05 jun	28 jun	05 jun	28 jun
august 2009	26 jun	26 jul	no Wey	no Wey	03 jul	26 jul No Door or Pompey Chimes
september 2009	31 aug	30 aug	31 jul	23 aug	31 jul	30 aug
october 2009	28 aug	27 sep	04 sep	27 sep	04 sep	27 sep
november 2009	25 sep	25 oct	02 oct	25 oct	02 oct	25 oct
december 2009	30 oct	29 nov	31 oct	22 nov	06 nov	29 nov

- Booking and artwork copy 4 working days earlier where Cornerstone Vision will be setting the advert.
- We are unable to guarantee the specific position of the advert, although front page adverts (where they exist) can be booked at a premium, subject to availability, at the time of booking.

**FOR MORE INFORMATION PHONE 01752 225623**



## Diocesan Newspaper Advertising Sales



the Sarum Link Grapevine Pompey Chimes theDoor

## Advertising and Inserts contact:



### Cornerstone Vision Ltd

Cornerstone Vision Ltd, 28 Old Park Road, Peverell, Plymouth PL3 4PY  
Telephone: 01752 225623  
Email: diocesan@cornerstonevision.com

## Editorial contacts:



### The Door - Oxford Diocese

Diocesan Church House, North Hinksey, Oxford OX2 0NB  
Telephone: 01865 208227  
Editor: Rebecca Paveley  
Email: rebecca.paveley@oxford.anglican.org



### The Month - Chelmsford Diocese

The Diocesan Office, 53 New Street, Chelmsford CM1 1AT  
Telephone: 01245 294400  
Editor: Jon Longman  
Email: jlongman@chelmsford.anglican.org



### The Way - Guildford Diocese

Diocesan House, Quarry Street, Guildford GU1 3XG  
Telephone: 01483 571826  
Editorial Team: Lynne Cowley & Emma Nutbrown 01483 511129  
Email: editorial@cofeguildford.org.uk



### Sarum Link - Salisbury Diocese

The Diocesan Office, Church House, Crane Street, Salisbury SP1 2QB  
Telephone: 01722 411922  
Editor: Nicky Davies 01722 438652  
Email: nicky.davies@salisbury.anglican.org



### Grapevine - Bath & Wells Diocese

The Diocesan Office, The Old Deanery, Wells, Somerset BA5 2UG  
Telephone: 01749 670777  
Editor: Celia Andrews 01934 830208  
Email: bandwnewspaper@aol.com



### Pompey Chimes - Portsmouth Diocese

The Diocesan Office, Peninsular House, Wharf Road, Portsmouth PO2 8TA  
Telephone: 023 9282 5731  
Editor: Neil Pugmire, Communications Officer 023 9282 5731  
Email: communications@portsmouth.anglican.org

## Printers, Inserts and Deliveries

### Newsquest (Weymouth)

Weymouth Print Centre, Fleet House, Hampshire Road, Weymouth DT4 9XD  
Telephone: Kim Bartholomew 01305 830881

## Other publications dealt with by Cornerstone Vision

(advertising space available)



### Families First

Published by the Mothers Union. A quarterly magazine with an ABC certified circulation of 48,000 copies.