

# Highcliffe update

THE NEWSLETTER OF HIGHCLIFFE RESIDENTS' ASSOCIATION CIC:  
PUBLISHED IN MARCH, JUNE, SEPTEMBER AND DECEMBER

## Media Information

*The Residents' Association was formed in 1945 to ensure that the unique character of the village and its surrounds are maintained, and has grown to be a powerful voice in local affairs, campaigning ceaselessly to ensure the lasting character of the area. To ensure it continues its success in the coming years, it became a Community Interest Company in 2007.*

### Schedule

Volume	Booking Deadline	Copy Deadline	Publication Date
March	15 January	01 February	mid February
June	15 April	01 May	mid May
September	15 July	01 August	mid August
December	15 October	03 November	mid November

### Advertising Rates

1/2 page with free full colour	£140
1/4 page with free full colour	£80
1/8 page with free full colour	£50

All advertising includes 4-colour at no extra cost.

Payment should be made by standing order.

If you require artwork to be produced the HRA have arranged for a discounted charge for loyal supporters of the newsletter. Ask for more details when booking your space.

## Circulation

Number of member households: Approximately 4,000

Population: 8,782 (2001 Census)

Number of Electors: 7,472 (June 2006)

The newsletter is the main communication vehicle for the HRA and as such offers a unique and highly valuable advertising tool for any business looking to reach the community of Highcliffe, Hoburne, Sauflands and Walkford.

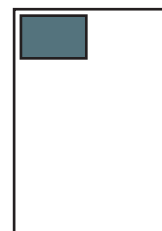
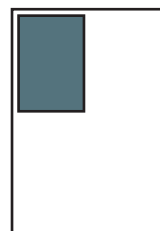
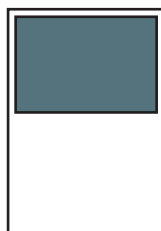
Not only is the newsletter sent to every member of the HRA, consisting of households as well as local businesses, but we also distribute issues to estate agents who pass these on to newcomers joining the area. And by receiving your own copy as part of your booking you'll be able to keep up-to-date too.

## Artwork requirements

1/2 page: 130mm x 193mm

1/4 page: 130mm x 94.5mm

1/8 page: 62.5mm x 94.5mm



Files should be submitted in high-resolution CMYK or mono colour with images and all fonts embedded.

Please forward PDF files on or before the copy deadline to [hraupdate@hotmail.co.uk](mailto:hraupdate@hotmail.co.uk) stating your company, unique reference number and contact details in case of any problems. Your artwork will be acknowledged so please contact us if you believe the email has not been successfully received.

Any production queries should be directed to Leonie Cook, by email in the first instance.

## Contacts

Advertising Sales: Vince Cable on 07795 490150.

Production: Leonie Cook at [hraupdate@hotmail.co.uk](mailto:hraupdate@hotmail.co.uk) or 07050 185550.

## Other Information

Voucher copies will be supplied at the time of general distribution.

The newsletter and further information about the HRA can be found at [www.highcliffeonseas.org](http://www.highcliffeonseas.org)