



*make your next move*  
**property** Est. 1988 **WEEKLY**

media pack



# welcome

Property Weekly was Oxfordshire's first paper dedicated to property sales. Today, it is still the only paper of its type having seen its imitators open and fold. Not one to sit on their laurels, the Property Weekly is expanding both in print and digitally offering estate agents more ways to reach out to potential clients.

## oxford property weekly

Launched in 1988 Property Weekly originally had one issue to cover the whole county. After a very short time it had grown and separated into two editions – one for the City and north of the County and one for the south of Oxfordshire.

The paper's combination of advertisements with editorial and the recently launched website are now established marketing tools for many of the Counties top estate agencies.

## more choice

The Property Weekly papers offer readers a dedicated property paper with the widest range of property types and styles that they can pick up and pour over at their leisure. There is no other free media with this much choice quality, style, price and content.

## residential sales

Our strongest section, this is the shop window for our clients' portfolio of properties. Property Weekly is a natural first step for potential buyers who see what they want on the paper and then do more research on the internet.

## residential lettings

This fast moving sector needs to reach people quickly and effectively to keep the landlords' properties let. We offer agents the most efficient and best marketing options.

## features

No other paper can offer this and you can create a strong message with impact that will reach your audience.

## new homes

Property Weekly is an important part of many developers' strategic marketing because the papers are delivered by hand to homes throughout the county, the advertisers' marketing goes straight into the homes of people looking for a new home. With the launch of the Property Weekly Online we have widened our net even further and offer access to an unprecedented new readership. It is the most affordable and effective marketing tool a developer can use to reach a large number of people in Oxfordshire.

## editorial

All our advertisers have the opportunity to submit stories for our editorial sections. There is ample evidence that any property showcased in the editorial benefits from a massive boost in interest. Equally, the editorial can inform readers about the changes in your own business and market.

## getting you seen

At Property Weekly, we know that that you are most interested in how many people will see the advertisement. This is why we take our distribution seriously and ensure the widest coverage possible with prominent pick-up points, door-to-door delivery and delivery to your offices so that your customers and passers by can take their own copy home.

## oxford distribution

Our own staff delivers the Property Weekly, so we know exactly who is taking the papers and where they are going. We can monitor our own distribution to supermarkets, estate agents, petrol stations, newsagents and estate agents.



## property online

Advertisers get direct links to their sites from [www.oxfordpropertyweekly.co.uk](http://www.oxfordpropertyweekly.co.uk). This means that your advert in the paper opens the door to your entire portfolio. No other paper has a website that can offer this. Agents confirm to us that people see an advert in the paper and then go to our website and click on the link to the agent's website to browse through a number of properties. It is a very powerful extra marketing tool that appeals to buyers and vendors alike.

## advertising made easy

To ensure that advertising with us is as easy as possible, Property Weekly have invested in a state-of-the-art online ad creation system. "ProMotor2" makes managing your properties and creating your adverts simple.

## digital edition

With the introduction of our "Digital Editions" of the newspapers, where readers can view the paper online thanks to some unique "Page Turning" software, Property Weekly can now reach more people than ever. Even though printed medium will always be wanted, more and more people are turning to digital solutions to getting their information.

### quote

"ProMotor2 is extremely useful. We are managing to get our adverts done so much quicker, and being able to amend the advert ourselves at late notice makes life a lot easier!"

**Andrew Topping**  
Branch Manager,  
Andrews Abingdon



# rate card

Advertising with us could cost less than you think. Call for a tailor made quote.

advert	size	cost
<b>Full Page</b>	270mm (w) x 360mm (h)	£750 +vat
<b>Half Page</b>	270mm (w) x 180mm (h)	£412.50 +vat
<b>Quarter Page</b>	134mm (w) x 180mm (h)	£234.75 +vat
<b>Eighth Page</b>	134mm (w) x 90mm (h)	£135.50 +vat
<b>Sixteenth Page</b>	66mm (w) x 90mm (h)	£78.00 +vat
<b>Four Page Wrap</b>		POA
<b>Front Page Banner</b>	270mm (w) x 50mm (h)	£225.00 +vat

# tech specs

If you decide to supply your own artwork for your advert, then please follow the guidelines below. Property Weekly cannot be held responsible for any errors in your advert caused by the original artwork.

## acceptable formats

**PDF** with all fonts embedded (**PREFERRED FORMAT**)

**JPEG / TIFF** rasterised at 300dpi

**EPS** with all fonts outlined and pictures embedded

## getting your artwork to us

**ADFAST** we are registered on AdFast as "Oxford Property Weekly"

**EMAIL** contact for further details

**CD-RW** post to the address on the back page

# deadlines

If you decide to supply your own artwork for your advert, then please follow the guidelines below.

## advert type

**Residential Sales & Lettings**  
(via ProMotor2)

**Residential Sales & Lettings**  
(via hard copy)

**New Homes**  
(Supplied artwork)

**Template changes**  
(ProMotor2 or hard copy templates)

## deadline

Tuesday 2pm

Monday 5pm

Monday 1pm

Call for details

## notes

Prices shown exclude VAT

Discounts available for series bookings. Call for further details.

## notes

All artwork must be set up as CMYK

We cannot accept artwork as Word, Publisher, PageMaker, Excel or Powerpoint files

Ensure you have the appropriate copyright to use all images in your advert

## notes

All cancellations must be received in writing one week prior to the publication date





**property**  
weekly

## get in touch

If you would like to know more about Property Weekly, and what we can do for your business, please get in touch by one of the following methods;

**telephone:**  
01235 527401

**post:**  
21 West St Helen Street, Abingdon,  
Oxfordshire. OX14-5BL

**email:**  
[enquiries@thepropertyweekly.co.uk](mailto:enquiries@thepropertyweekly.co.uk)

**web:**  
[www.oxfordpropertyweekly.co.uk](http://www.oxfordpropertyweekly.co.uk)