

# T THAMES LIFE

LALEHAM AND STAINES

*Serving Locally, Connecting Community*

## Media Pack

**Your local community magazine - delivered by hand to 6,000  
homes and businesses in Laleham and Staines**

For more information or to book your advertising space, contact us now  
07710 191955  
hazel@thames-life.com  
or 07958 745759  
lisa@thames-life.com



Thames Life : The opportunity to get your message across to a highly targeted,  
truly local audience.

We offer FREE no-obligation friendly advice - give us a call

**07710 191955 or 07958 745759**

# Make your business a household name in the local area



## **LONGER LASTING**

Our reader-friendly A5 size magazine is handy to hold onto, packed with useful dates and information. A great shelf life – unlike free newspapers, people will keep their Thames Life magazine on average for two or three months. A tried and tested approach - these publications keep 75-80% of their advertisers continuously- because they work !

## **QUALITY CONTENT**

The range and balance of our interesting editorial to advertising content is designed to keep our readers engaged for longer. Due to placement of adverts throughout the magazine, people will see your advert even if they aren't particularly looking for your service. It takes seconds to find an advertiser via the useful index at the back of the magazine.

## **6,000 HOMES AND BUSINESSES**

Thames Life will be delivered bi-monthly, free of charge, door-to-door in Laleham & Staines. The Magazine will also be available for collection at various outlets in the local area.

## **EASY PAYMENT TERMS**

No monies required up front like other advertising mediums - pay as you go throughout your advertising period. Invoices are raised at the beginning of each advertising month and payable after 30 days.

## **SUPPLIED ARTWORK**

Finished artwork can be supplied in the following full colour CMYK formats: PDF, JPEG, TIFF, MS Word, MS Publisher, MS PowerPoint. All files must be of a high resolution (300dpi) and all fonts embedded.

Please acknowledge our **COPYRIGHT NOTICE**

## **COPYRIGHT NOTICE:**

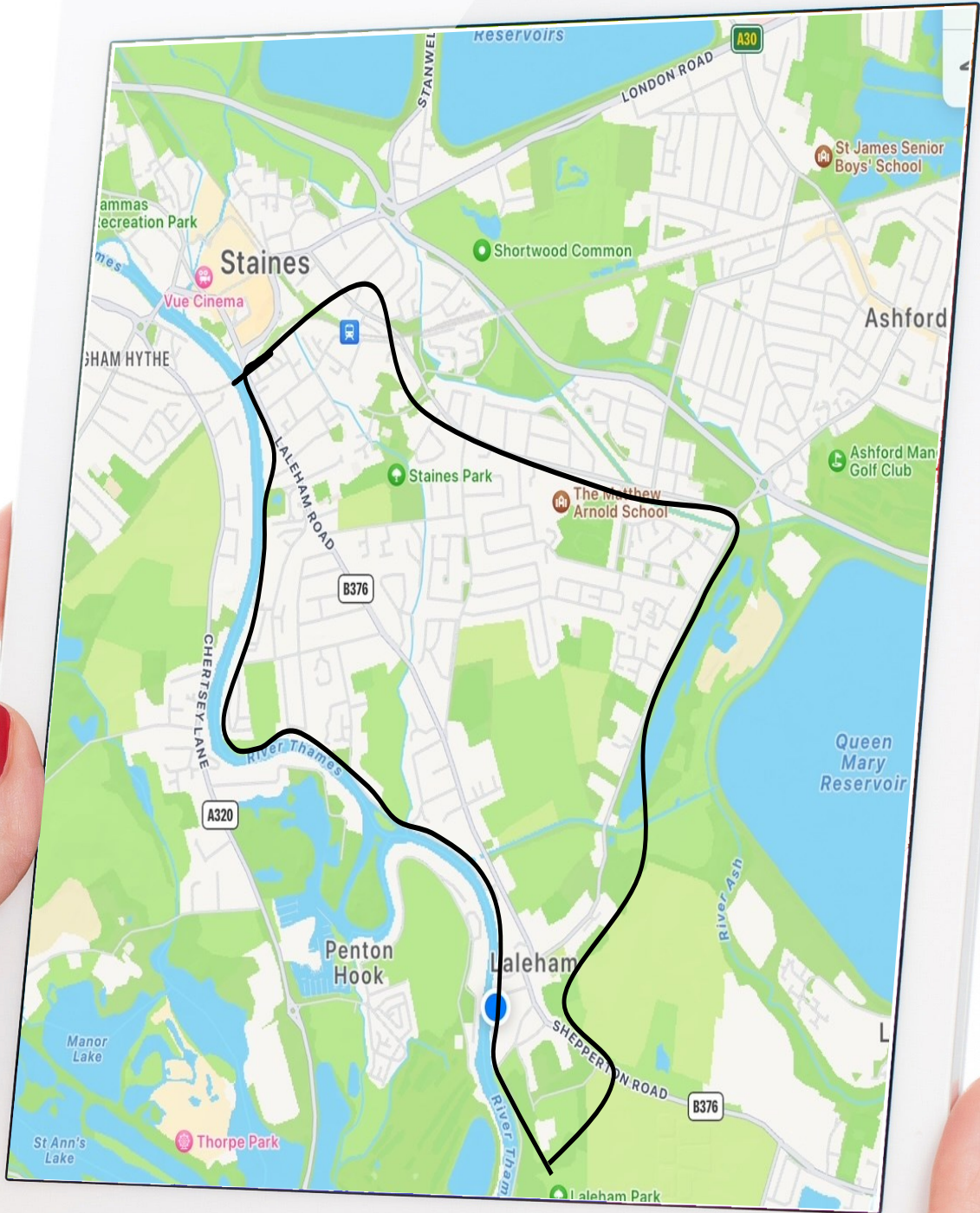
If you have previously advertised with another publisher and you have been sent your advert for approval by post or email, this advert is subject to their COPYRIGHT rules.

This means that you cannot publish/use the advert anywhere else without their prior permission. It is therefore advisable that before sending your advert over for publishing by Thames Life that you seek permission from the designer before doing so.

All adverts produced by Thames Life are subject to COPYRIGHT and cannot be published elsewhere without our prior written consent.

For more information or to book your advertising space,  
call us now on 07710 191955 or 07958 745759

# Thames Life Distribution Area

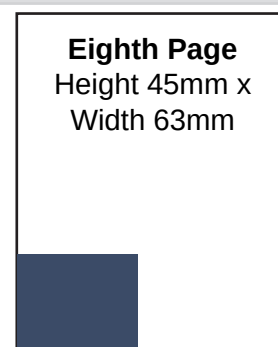
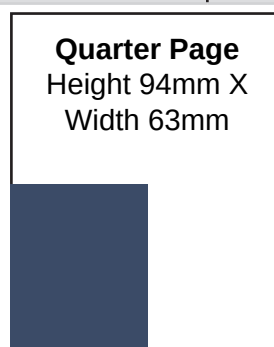
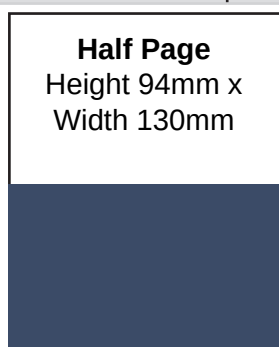


**6,000 Copies delivered free of charge door-to-door bi-monthly**

**Well read and well respected working for your business  
Consistent Advertising = Familiarity = Trust = More Customers!**

## PRICE LIST

Size	1 Issue	3 Issues Saving 12%	6 Issues Saving 20%
Full Page	£ 225.00 + VAT	£ 594.00 + VAT (£198 + VAT per issue)	£ 1080.00 + VAT (£180 + VAT per issue)
Half Page	£ 115.00 + VAT	£ 303.60 + VAT (£101.20 + VAT per issue)	£ 552.00 + VAT (£92.00 + VAT per issue)
Quarter Page	£ 65.00 + VAT	£ 171.60 + VAT (£57.20 + VAT per issue)	£ 312.00 + VAT (£52.00 + VAT per issue)
Eighth Page	£ 35.00 + VAT	£ 92.40 + VAT (£30.80 + VAT per issue)	£ 168.00+ VAT (£28.00 + VAT per issue)
Double Page	£ 400.00 + VAT	£1056.00 + VAT (£352.00 + VAT per issue)	£ 1920.00 + VAT (£320.00 + VAT per issue)



## PREMIUM PAGE PRICE LIST

Premium Page	1 Month
Back Cover	£ 375.00 + VAT
Front Inside Cover	£ 240.00 + VAT
Back Inside Cover	£ 235.00 + VAT
Centre Page Spread	£ 440.00 + VAT
Left Centre Page	£ 240.00 + VAT
Right Centre Page	£ 240.00 + VAT

For more information on Premium Page availability,  
call us now on 07710 191955 or 07958 745759



***How many copies are delivered each month?***

A total of 6,000 Thames Life Magazines are delivered bi-monthly to homes in the TW18 postcode.

***When is the magazine delivered?***

Deliveries are normally made the first week of the month. (Bi-Monthly)

***How do I know if the Thames Life Magazine is delivered?***

Thames Life is delivered by a team of local distributors - all are vetted and all comply with our strict Thames Life Guidelines for delivery. Spot checks are carried out on a regular basis.

***What are premium pages?***

Premium Pages are the Front and Back covers, inside front cover, inside back cover, Page 3 & 5 (right hand pages) and the centre page spread. Our Premium Pages tend to be booked well in advance. Please enquire for latest availability if of interest to you.

***What success do advertisers have?***

We regularly have a very high number of advertisers who renew their booking, so we'd hope that reflects the continued success they have.

***Can I change my advert each issue?***

Yes, of course as long as your artwork is received by the artwork deadline for each issue. As a matter of course, when booked in, you will always be emailed each issue to advise the next deadline date.

***Can I change which edition my advert appears in?***

Yes, just make sure you give at least 2 weeks notice (by email) before the next artwork deadline.

***Are the artwork deadlines flexible?***

Unfortunately not: printing and delivery timetables are agreed well in advance and cannot be changed. You will be reminded of deadline dates for each issue via email.

***I haven't got an advert, what do I do?***

We're happy to help to design your advert for a small fee. We'll talk you through the steps, get some details from you and then create an advert for you.

***How do I book in to advertise with Thames Life?***

To book into Thames Life Magazine, you will first need to decide the following:

1. The size of advert you would like
2. How many issues you would like your advert to appear
3. Which editions you'd like your advert to appear
4. If you have artwork or would like our help in designing an advert for you

***What file format of my advert can I send over?***

PDF or Jpeg files are fine. We may be able to work from a Word document or a Publisher file, but we would need to check first. If you're not sure if the file you have is suitable we're happy to check it for you, just email it over. The resolution of the file should be a minimum of 300dpi. Please make sure you own or have the right to use any images included within your artwork.

Please check thoroughly for COPYRIGHT ownership

***When do I pay for my advert?***

Our invoices are issued on the 1st of each advertising month and payable at the end of each advertising month - paid direct to our bank account please. Our bank details can be found on every invoice issued.

If you have any further questions,  
please call us on 07710 191955 or 07958 745759

# Terms and Conditions of Trading

1. Ferry Lane Publishing Ltd trading as Thames Life Magazine, require written confirmation of all advertising requests and bookings, whether it be formal letter or email confirmation.
2. The Publisher accepts no responsibility for changes to adverts unless they are confirmed in writing, by the Advertiser.
3. All advertisement copy must be received by the cut-off copy date. The Publisher is not liable for any non-receipt or non-delivery of advertising copy.
4. All advertisements are accepted subject to available space
5. All advertisements are subject to the Publisher's approval.  
The Publisher reserves the right to amend, edit, refuse, withdraw or otherwise deal with copy and artwork submitted as the Publisher deems fit.
6. The Publisher reserves the right to position any advertisement where the Publisher decides and is under no obligation to move the advertisement.
7. Whilst every care is taken, the Publisher is not liable for any loss arising from the failure of an advertisement to appear, nor is the Publisher liable for author's or printer's errors.
8. Artwork, separations and all such material supplied to the Publisher shall be held for a period of up to 12 months after which the Publisher has the right to destroy it.  
Failure to provide material in the specified form will result in the Publisher producing material for the advertisement, which will be charged to the advertiser.
9. The Publisher reserves the right to increase advertisement rates at any time.
10. Whilst every effort is made to avoid errors, should they occur, the Publisher shall not be liable in the following circumstances:
  - a. Where the error is due to incorrect or imprecise instructions from the advertiser
  - b. Where the copy has been given only verbally to the Publisher.
  - c. Where the Advertiser has not returned the advertisement proof to the Publisher within 24hrs of receipt of proof. The Publisher cannot be held responsible for proofs that enter spam/junk Email boxes.
  - d. Where the proof of advertisement is signed as acceptable.
11. The Publisher is not liable for any typographical errors or omissions that do not affect the impact of the advertisement. The Advertiser remains liable for payment of the relevant advert.
12. The Advertiser warrants that any advertisement does not in any way contravene English Law and complies with the British Code of Advertising Practice and Trade Descriptions Act.
13. The Publisher gives no warranty that the publication to which this order relates will be published and made available on any particular date and shall not be liable for any delays or non delivery.  
The Publisher gives no warranty that the publication will be delivered house-to-house or to drop off points in any area at any time.
14. All artwork created by Ferry Lane Publishing Ltd remains the property of Ferry Lane Publishing Ltd and must not be used in other publications without written permission or paying an appropriate design fee.

## Fees

15. All advertisements will be invoiced on the 1st of each advertising month and shall be paid after 30 days of issue date.
16. All overdue accounts will lose the applied discount and costing will revert to the standard rate.

## Cancellations

17. Cancellations of an order can only be made by way of written notice with a minimum of two weeks notice BEFORE each ARTWORK DEADLINE. (Letter or email accepted)
18. Upon cancellation any discount previously agreed will not apply and your booking will revert to the standard rate. All payments must be cleared to terminate an agreed advertising contract.
19. Ferry Lane Publishing Ltd cannot be held responsible for any standing order mandates not cancelled by the client.

## Non-Payment Of Fees

20. If you fail to pay invoices within the specified 30 day terms, we reserve the right to:
21. Charge additional fees in accordance with the advertising contract and conditions.
22. Charge interest on the unpaid amount at the rates specified by law.
23. Suspend the services and any other work, which we are carrying out for you.
24. Take whatever legal remedy exists in order to obtain payment.
25. If you consider the fees, which we have charged, are excessive or unfair, you may within a period of seven days from the date of the invoice, complain in writing specifying the cause of the complaint.
26. If you do not make such a complaint within seven days of the receipt of the invoice, our rights as specified above will apply.
27. You agree to make known, in writing to us, any other lawful objections that may delay the payment of the invoice by the payment date shown.
28. We understand and will exercise our statutory right to claim interest and compensation for debt recovery costs under the late payment legislation, if we are not paid according to our terms and conditions.
29. These terms and conditions constitute a binding contract and no agent or representative of either party has the right to alter these terms and conditions in any way.
30. This contract is governed by English Law.
31. If at any time, any provision or clause of the contract or terms and conditions shall be held by a court of competent jurisdiction to be illegal, avoid or unenforceable, such provision shall be of no force and effect, but such illegality or unenforceability shall not affect the legality or enforceability of any other provision or clause which shall remain in full force and effect.
32. These terms and conditions apply to any adverts placed now and any future advertising with Ferry Lane Publishing Ltd.  
\*Please note: Reference to the 'Publisher' and the 'Thames Life Magazine' refers to  
FERRY LANE PUBLISHING LIMITED

Ferry Lane Publishing Ltd a Company Registered in  
England No. **15517676**  
Registered Office Address:  
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