

strathaven echoes

Avondale's only local newspaper

Strathaven Echoes is Avondale's only local newspaper, covering Strathaven, Glassford, Chapelton, Sandford, Drumclog and Gilmourton. It is owned by ML10 Media and is edited by Les Hoggan.

It is available from all the local town centre shops including Craig's Newsagents, Scotmid, RS McColl, Ann Davidson Butchers and USave, as well as local cafes including The Crib, Roasted and 13 Barn Street. It is also available from The Heron and Chapelton Shop Local.

The Echoes is printed fortnightly, right here in Strathaven, and features all the local news.

- 6 colour pages including the front and back covers, plus 18 black and white.
- Increased content with more news, features and sports
- Colour pull out sections for special events
- Community news pages for Strathaven, Stonehouse, Glassford, Sandford, Drumclog and Gilmourton
- Updates on what the many groups in the town are up to, including events, festivals
- Regular features on your local businesses
- School's pages – a round-up of what our school pupils are up to, both at the Academy and in our primary schools
- Out and About – local walks or cycles and news from the great outdoors
- What's on in the next fortnight and dates for your diary
- Situations vacant and notices
- Letters to the editor
- Council and Community Council News
- Reader's photograph of the fortnight
- Regular columns on music, farming, etc.

Why advertise with us?

- *REACH A TARGETED LOCAL AUDIENCE* - The Echoes is THE only local newspaper in Avondale and has a dedicated readership built up over 30 years.

- *REACH A WIDER AUDIENCE* - We have plans to increase the circulation by selling in Stonehouse and in more outlets throughout Avondale.

- *AFFORDABILITY* – better content, better printing quality, but still at the same affordable advertising rates which means you can afford for your business to get the best advertising in more issues throughout the year.

- *INTERACTIVE WEBSITE* – Our new website will be fully featured and offers the potential for your adverts to be seen on a regular basis outwith the paper itself and so potentially reach a wider audience. We will be actively promoting the website through Facebook and Twitter.

- *DISCOUNTS* for regular adverts. If you take out adverts in more than one edition we offer a discount of 20%. This offers great value and you can change your advert at any time.

Advertising rates. All rates are FREE of VAT, making our advertising more economic for small businesses.

At your service – £10.00 BUY 24 ISSUES GET 1 FREE (That’s a full year’s advertising for just £240)

Online Advertising – In addition if you wish your advert to appear on the Strathaven Echoes website this will be charged at a flat rate of £15 per month plus VAT presuming you also have an advert in the Echoes. There is also a premium online option to appear on the header on each page. All online adverts will include a link from the advert directly to your website.

Advertorial Feature – If you would like to feature in a sponsored business advertorial then please get in touch to discuss rates. For a full page our rate is £180 and for a half page, £100.

For a What’s On notice the cost is £25. For other notices, eg anniversary, birth or death the cost is £20, and with photo included the cost is £35.

Design Service – We can design your advert for you for a one-off charge of £15. You retain full copyright and will have full use of the developed advert for other purposes.

Advert Size

Full page	£320	£280
Half Page	£160	£150
Quarter Page	£100	£90
Third Page	£120	£100

Eighth Page	£60	£50
Twelfth Page	£45	£40
Advertising Feature	£200	£180
Notice		£20
What's On Notice		£20
At Your Service		£10
Half Page Advertising Notice	£100	£90

Contact Details

You can contact us at the following email addresses

**News - news@strathavenechoes.com
 Notices - notices@strathavenechoes.com
 Adverts - adverts@strathavenechoes.com**

**Accounts - accounts@strathavenechoes.com Editor - editor@strathavenechoes.com
 Les - Les.hoggan@strathavenechoes.com**

For general feedback and ideas on what you would like to see in the paper, please get in touch at feedback@strathavenechoes.com

Or phone us. Les Hoggan on 07557 234124

Many thanks for your support and we look forward to working with you and your business to ensure you get the most from your local paper.

Owner and Editor: Les Hoggan