



**BAYLIS
MEDIA** Ltd

Intelligent Marketing

About Baylis Media

What are we?

We are an all encompassing media and marketing provider, building on our strengths in publishing and local information.

What's different about us?

The company is unique among local newspapers in that it is owned by a charitable trust who receive at least 80 per cent of our profits that are then used to support good causes in the areas covered by the newspapers, ploughing almost £6m back into our community since the trust was formed in 1962.

What is our approach?

Combining our platforms for publishing and digital marketing services, we take time to understand your business needs. Our team of experts understand your markets and how we can help to deliver the best result with an excellent combination of products.

The Benefits?

We work with you to meet your marketing needs through the most appropriate channels offering affordable solutions.

NEWSPAPERS
& SPECIALIST
PUBLICATIONS



DIGITAL MEDIA



DESIGN, PRINT
& PHOTOGRAPHY



LEAFLETS &
DISTRIBUTION



**BAYLIS
MEDIA Ltd**

Baylis Media is the publisher of local newspapers and websites that are at the centre of their communities. They have been providing trusted news for more than two centuries. This ensures we deliver the greatest reach of any local media in the area we serve.



111,591

COMBINED READERSHIP



60,497

COMBINED DISTRIBUTION



58,983

COMBINED ONLINE AUDIENCE

**Maidenhead
Advertiser**

Print Distribution	16,036
Print Readership	30,984
Website Page Views	88,447
Unique Users	33,236
Twitter	11,956
Facebook	7,539

**Slough & South Bucks
Express**

Print Distribution	35,406
Print Readership	69,216
Website Page Views	30,780
Unique Users	15,008
Twitter	7,671
Facebook	4,168

**Windsor & Eton
Express**

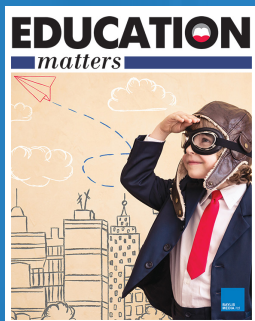
Print Distribution	9,055
Print Readership	16,391
Website Page Views	18,861
Unique Users	10,739
Twitter	7,671
Facebook	4,168

80%
of our operating
profit goes back to
the community

BAYLIS MEDIA

Specialist publications

TARGETED
READER
MARKETING



Our portfolio extends to lifestyle and reader interest publications with targeted editorial to a carefully selected audience

Digital Media

ADVERTISE ACROSS OUR
SITES & SOCIAL MEDIA

WEBSITE BANNERS

Our newspaper websites are fully responsive and display perfectly on desktop computers, tablets and smartphones. Available formats: Wraps, Leaderboards, MPUs and mobile sticky banners.

NATIVE ADVERTISING

This sponsored editorial is the key to engaging the reader while promoting your business. Our copywriting and photographic service is available on request. Consumers are 25% more likely to look at a native ad compared to a banner ad and will view a native ad 53% more frequently

MARKET PLACE

This is a great opportunity to showcase your services in our business listings.

OUR FACEBOOK & TWITTER PAGES

The perfect way to promote special offers, competitions, days out and events.

NEWSLETTER SPONSORSHIP

Our newsletter is emailed directly to subscribers every Monday and Friday.



BANNERS & WRAPS



NATIVE
ADVERTISING



MARKET PLACE



FACEBOOK



NEWSLETTER

Digital Media Prices



BANNERS & WRAPS

LEADERBOARD

£8 per 1,000 impressions
(min 7,500 per booking)

Appearing on desktop and mobile platforms

• Desktop: 728w x 90h pixels • Mobile: 320w x 50h pixels

MPU

£6 per 1,000 impressions
(min 7,500 per booking)

Appearing on desktop and mobile platforms

• Desktop: 300w x 250h pixels • Mobile: 300w x 250h pixels

MOBILE STICKY

• 7 day tenancy • 320w x 50h pixels

Maidenhead Advertiser **£49** Slough Express **£29**

Windsor Express **£19**

WRAP

Price on request

Appearing on desktop and mobile platforms

• 1520w x 905h pixels



MARKET PLACE

Days	Per Week	Total
365	£1.90 +VAT	£99 +VAT
180	£2.88 +VAT	£75 +VAT



NATIVE ADVERTISING

Maidenhead Advertiser
£57.50 +VAT for 7 days

Slough Express
£32.50 +VAT for 7 days

Windsor Express
£25.50 +VAT for 7 days

Combined Slough & Windsor
£57.50 +VAT for 7 days



FACEBOOK

£60 +VAT

Your advert will appear on the relevant Slough & Windsor Express or Maidenhead Advertiser facebook page, or both by special request.



NEWSLETTER

From **£25 +VAT** per week

Your logo will appear at the top of every newsletter and a click through MPU at the foot, on either Monday or Friday

Affordable Web Design

WEB DESIGN AND HOST HAS NEVER BEEN EASIER

A fully account managed service delivering excellent value, simplicity and an outstanding website

	Basic Web Design 1 Page	Essential Web Design 5 Pages	Pro Web Design 10 Pages
	£199 +VAT	£499 +VAT	£999 +VAT
Number of pages	1 (Unlimited)	5 (Unlimited)	10 (Unlimited)
Domain Included	Yes	Yes	Yes
Website Editor	Wordpress	Wordpress	Wordpress
Contact forms	1	1	2
Blog/News	+ £99 +VAT	+ £99 +VAT	+ £99 +VAT
Responsive	Yes	Yes	Yes
Monthly hosting charge	£15 +VAT	£35 +VAT	£65 +VAT
Monthly Changes	0	1	2

These prices are based on you providing the content and images to Baylis Media.

Price include two revisions only, subsequent revisions are charged between £225 and £450 subject to changes.



SELECT A PACKAGE



SELECT A THEME



SELECT UP TO SIX
SECTIONS FOR
EACH PAGE

Digital Marketing

OUR TEAM OF DIGITAL MARKETING SPECIALISTS WILL RECOMMEND THE BEST USE OF BUDGET TO MEET YOUR MARKETING OBJECTIVES.

We have specialists in Search Engine Optimisation, Pay Per Click Management and Social Media Management and our team are ready and waiting to assist your business.

OUR WEB TEAM WILL CREATE A PROPOSAL BASED ON YOUR PREFERRED SERVICES



SEARCH ENGINE OPTIMISATION



SOCIAL MEDIA MANAGEMENT

Photographic services

NOT JUST
NEWSPAPERS



CORPORATE
PHOTOGRAPHY

OUR TEAM OF EXPERIENCED, PROFESSIONAL, AWARD-WINNING PHOTOGRAPHERS ARE AVAILABLE TO PROVIDE YOUR BUSINESS WITH THE PHOTOGRAPHY YOU NEED.

Whether you need corporate headshots or something for a brochure, we can help.

RATES	
1 Hour	£120
2 Hours	£180
3 to 4 Hours	£275
1 Day (8 hours)	£500

Price includes:

- High resolution edited digital images (supplied via secure dropbox)
- Copyright release for client to use images for commercial use

Print sales:
Buying existing prints for commercial use: £40 a print including copyright release

Mileage charged at 45p a mile outside Windsor, Slough and Maidenhead area

PHOTOGRAPHIC

Design & Print

WE CAN PROVIDE INDUSTRY-EXPERIENCED JOURNALISTS AND A DESIGN TEAM TO COMPLETE YOUR DESIRED PRODUCT - AT AN AFFORDABLE PRICE

We are uniquely positioned to offer cost effective and high quality graphic design services from logo design, advertising campaigns, brochures and magazines.

As part of our service we will negotiate the best terms, schedule and print mix for your product providing the best package to suit your needs.

NOT JUST
NEWSPAPERS



DESIGN



PRINT

DESIGN & PRINT

Leaflets & Distribution

LEAFLET, BROCHURE AND MAGAZINE DISTRIBUTION IS ONE OF THE MOST COST EFFECTIVE DOOR-TO-DOOR DISTRIBUTION MARKETING STRATEGIES AVAILABLE TO BUSINESSES.

Baylis Media are professional leaflet distributors delivering leaflets, flyers and magazines across our local distribution network for almost 150 years.

We can find your target customers and deliver your message. We are dedicated to achieving and maintaining the highest standards in door to door distribution.

NOT JUST
NEWSPAPERS



LEAFLETS



DISTRIBUTION

LEAFLETS & DISTRIBUTION

Contact us

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