

ADVERTISE WITH US

We are the largest newspaper circulation across Tameside & Glossop.



The Tameside Reporter, Glossop Chronicle and Oldham Reporter are bringing the same high standard of local journalism to our readers for 169 years.

Our weekly newspapers are distributed to a readership of more than 60,000 across Tameside, Glossop & High Peak.



169 YEARS

AND STILL GOING STRONG

Bringing news, information and entertainment to households across the whole of the Tameside and Glossopdale areas.



Per month our website attracts

100K
UNIQUE VISITORS

21K

printed per week,
combined with our online readership =
60K EVERY WEEK



The Reporter and Chronicle are the

ONLY
weekly newspapers that include a paid for
READERSHIP

in the Tameside and Glossopdale area.
Offering businesses greater flexibility to
publicise sale and promotion events.



9 social media channels
that have a combined
following of over

62K
FOLLOWERS

**EXTRA!
EXTRA!**



Every business that advertises
with us receives a free listing
in our online directory.

PRINT ADVERTISING

Artwork Specifications



FRONT PAGE / SPONSORSHIPS

MASTHEAD STRIP
72mm (H) x 189mm (W)

BOTTOM STRIP
60mm (H) x 265mm (W)

RUN OF PAPER (ROP) ADVERT SIZES

FULL PAGE
326mm (H) x 265mm (W)

HALF PAGE LANDSCAPE
160mm (H) x 265mm (W)

PORTRAIT
326mm (H) x 130mm (W)

QUARTER PAGE
160mm (H) x 130mm (W)

EIGHTH PAGE
80mm (H) x 130mm (W)

CLASSIFIED ADVERTISEMENT SIZES

LARGE
100mm (H) x 63mm (W)

MEDIUM
60mm (H) x 63mm (W)

SMALL
40mm (H) x 63mm (W)

LINEAGE
30 words maximum



LOCAL CONTENT DELIVERS AN ENGAGED LOYAL READERSHIP

- Local district news pages.
- Local sport news.
- Trusted for Birthday/Marriage/Death announcements and Legal Public Notices.
- Weekender supplement with all the latest culture and leisure info.
- A lively letters section covering all views.

HOW TO SEND YOUR ADVERTS

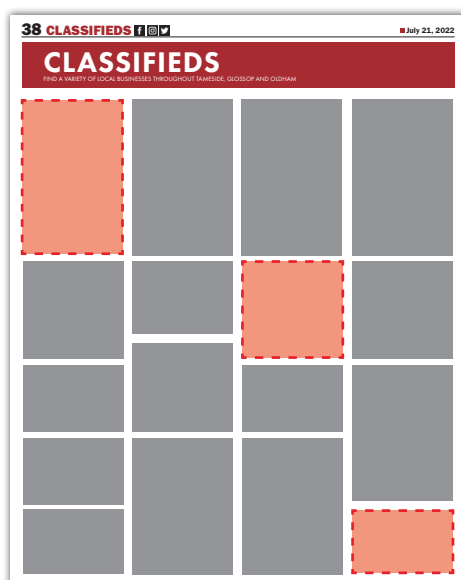
FORMAT:

All artwork, images and logos need to be supplied at a minimum of **200dpi** in **CMYK** format.

Adverts should be sent in high resolution as a **JPEG** or **PDF**.

WHERE TO SEND:

Please send all artwork and any content to be designed in-house to:
sales@questmedianetwork.co.uk



DIGITAL ADVERTISING

Artwork Specifications

HOW TO SEND YOUR AD'S

All artwork must be a maximum load size of 800KB in the following file types: GIF, JPEG, PNG or PDF.

ADVERT SPECIFICATIONS

1 HOMEPAGE TAKEOVER

800px (H) x 230px (W) X 2 - with 940px (W) empty space in between

2 LEADER BOARD

90px (H) x 728px (W)

3 BILLBOARD

250px (H) x 970px (W)

4 MID-PAGE UNIT (MPU)

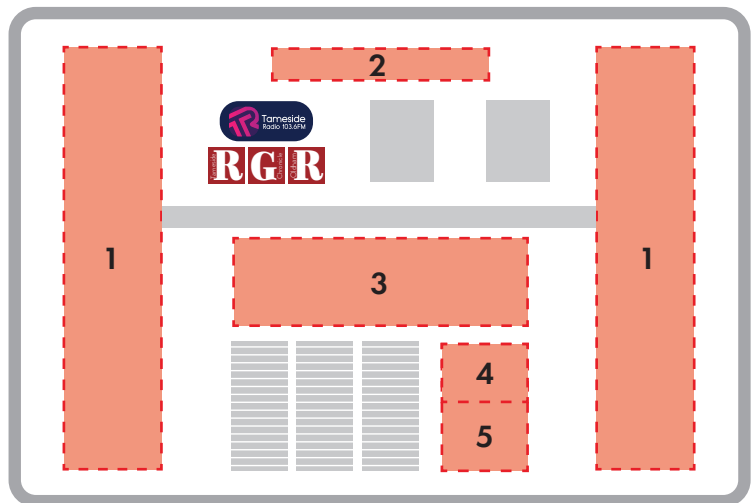
250px (H) x 300px (W)

5 DEEP MID-PAGE UNIT (DMPU)

600px (H) x 300px (W)

Advertising on the Quest Media website offers advertisers access to a more diverse audience and can support your newspaper or radio campaigns with increased exposure to your brand.

- **www.questmedianetwork.co.uk** landing for all of our **media platforms**: Tameside Reporter, Glossop Chronicle, Oldham Reporter and Tameside Radio.
- Over **300,000** page views per month with **100,000** unique visitors.
- Hosts the **digital newspaper** versions of the Tameside Reporter and Glossop Chronicle.
- Advertisements appear on every page of the website offering **repeat exposure** as visitors travel across the site.



Tameside Radio is a contemporary radio station, playing a relaxing mix of music and best new hits from iconic artists across the years.



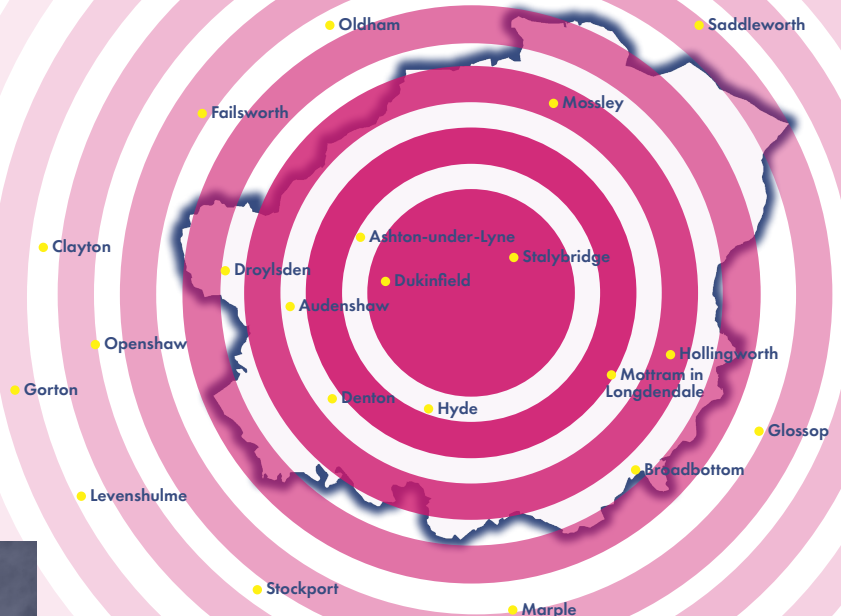
Tameside
Radio 103.6FM
On Air | Online | In Print

We offer a range of campaigns to suit all marketing budgets, from medium and heavy weight schedules to bespoke, shorter and more intense event promotion.

Radio Advertising is an effective, low-cost medium through which your business can reach a target consumer.

Radio creates emotional reactions with its listeners, and, in turn, consumers perceive your advert as being more relevant to them personally. This leads to increased market awareness, sales, and footfall from market traders to financial directors who could be humming the name of your brand.

AREA MAP



What results you can expect from radio advertising:

Radio builds relevance and trust

Radio advertised brands feel more relevant and are much more trusted by radio listeners.

Boosting awareness and consideration

Listeners are, on average, 48% more aware of companies that have advertised on the radio and 12% more likely to consider them when buying.

Increasing response online

Radio boosts online brand browsing by an average of 52%. Results are immediate, with over half of responses generated within 24 hours of hearing the advert.

Getting a return on your investment

According to analysis from over 500 campaigns, radio pays back £7.70 in increased revenue for every pound spent – second only to TV overall, and highest in product categories where advertising is used to drive immediate results e.g. retail, finance, travel and automotive.

Tameside Radio is the **only** radio station dedicated to the **Tameside area**

50,000 listeners per month

Broadcasts live between 7am - 7pm with **live traffic and travel updates**

Supported by **Facebook, Instagram, X and Tik Tok** channels with over **20,000 followers**

With our dedicated **Outside Broadcast** vehicle we are supporting and promoting events in the local community



CAMPAIGN TYPES:

Standard Campaign:

- 6 (30 second) advertising spots per day / 7 days per week.
- 42 spots per week / 168 spots per month (4 weeks).

Medium Weight Campaign:

- 9 x 30 second, advertising spots per day / 7 days per week.
- 63 spots per week / 252 spots per month (4 weeks).

Heavy Weight campaign:

- 12 x 30 second, advertising spots per day / 7 days per week.
- 84 spots per week / 336 spots per month (4 weeks).

*All the above campaigns are based on a schedule booking of at least 12 weeks.

We also offer shorter, more intense campaigns that are suitable for the lead up to an event, sale or promotion.

Call us to find out more about our bespoke campaigns.

ADVERT PRODUCTION:

We can offer a range of effective solutions to produce your radio advertisement. With an array of voice talents and an extensive catalogue of library music to choose from, you will benefit from our expertise to produce a professional quality advertisement that grabs the attention of our audience, delivering your message in style!



As your business grows, so too can your audio branding, expanding your portfolio to include bespoke jingles.



Alex Cann
6-11am
The Breakfast Show



Martin Emery
11-3pm
The Daytime Show



Dave Sweetmore
3-7pm
Drivetime Show



Maisie Mc
4-5pm
Guess The Track

To maximise your audience exposure and give you the very best results, we schedule our advertising spots between 7am and 7pm and spread them evenly throughout the day, across the most **popular peak time shows!**

Sponsorship opportunities:

Turn up your brand awareness as our listeners turn up the volume!

Our listeners rely on our daily bulletins for their **local news, traffic, sport and weather updates.**

79% will turn up the volume during the Traffic & Travel bulletins.

On-air sponsorships on the radio are hugely beneficial to advertisers looking to generate brand awareness, build trust and gain new customers through frequent name check mentions.



Tameside Radio is available on: **103.6FM**



Tameside Radio **App**



Tameside Radio **Website**



Alexa and Hey Siri, say:
"Alexa, play Tameside Radio"





SOCIAL MEDIA ADVERTISING



Social media advertising can increase your brand awareness to a more diverse audience, attracting new customers, and growing your customer base.

It also provides an excellent platform to support other, more general, mass media campaigns with more targeted messaging, and works particularly well for sale and promotion events.

12 separate channels with combined **followers** of over **82,000**

Engaged audience – high impression count, frequent shares, likes

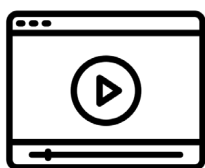
Campaign boosts available to maximise your reach

CAMPAIGN TYPES:



Image-led:

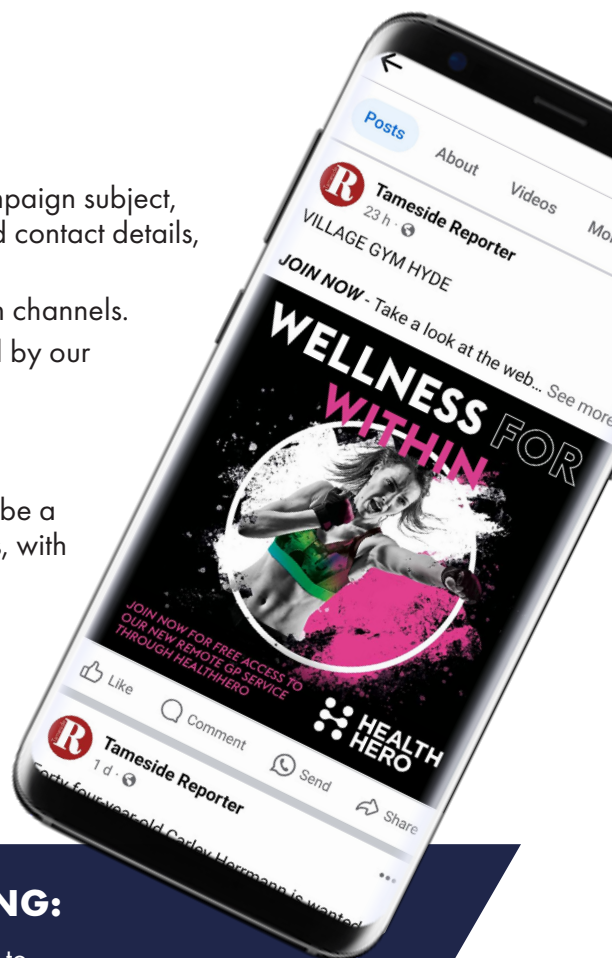
- A graphic containing key information about the campaign subject, the company's branding, social media accounts and contact details, accompanied by some supporting text.
- This is posted across our Facebook, X and Instagram channels.
- The graphic can be supplied by the client or created by our in-house graphic design team.



Video-led:

- This can be a short, snappy video (which could also be a GIF) showcasing the company or its campaign focus, with accompanying text.
- The video can be supplied by the client or created by our in-house team.

Both the wording and scheduling of the posts can be determined by the client or by our team.



FOR ALL ADVERTISING:

Call our friendly sales team now to find out how we can help your business across our digital platforms, in print and radio.

call: 0161 379 0240

email: advertising@questmedianetwork.co.uk

www.questmedianetwork.co.uk

