



MEDIA PACK

**BLACK + GREEN - THE DEFINITIVE FREE MAGAZINE FOR
SOUTH EAST LONDON**

Black + Green Magazine is the informative and entertaining resource for both residents of and visitors to southeast London.

It is a premier platform connecting readers with companies and organisations within London and beyond.

Our audience craves more - more inspiration, more curated experiences and more insider knowledge from trusted voices who know the area inside out.

Black + Green Magazine delivers this through an exceptionally readable publication that, due to its very high editorial standards, stays on coffee tables, in waiting rooms and on bookshelves for far longer than the average.

Contact us on info@blackandgreen.biz



Celebrity interviews

Our celebrity interviews span those of global stature as well as significant local personalities.

Past interviewees have included comedians Bill Bailey and Stephen K Amos, Oscar-winning filmmaker Andrea Arnold, acclaimed writer Blake Morrison, actress and comedienne Kerry Godliman, TV presenter Jules Hudson, artists Charming Baker and Sally McKay, photographer Martin Parr, writer and comedienne Helen Lederer and musicians Don McLean, Moby, Gregory Porter, Steve Harley, Alexander O'Neal, Lucy Spraggan, Tori Amos, Julian Lloyd Webber, James Rhodes, Neil Hannon of The Divine Comedy, Chas Hodges of Chas and Dave, Squeeze's Glenn Tilbrook and Chris Difford and many more.

These interviews invariably help us draw in a consistently keen readership.



Superlative editorial content

In an age where many publications are abandoning print to exist only online, our print publication is an increasing rarity, and for that reason alone our magazine automatically stands out from the incessant barrage of information we are all now subjected to in the digital age.

We know from copious feedback that our readers appreciate the tactile pleasure of a printed publication that they can hold and savour.

With Black + Green we have created a magazine and website produced by some of the best, most experienced writers and photographers in the business.

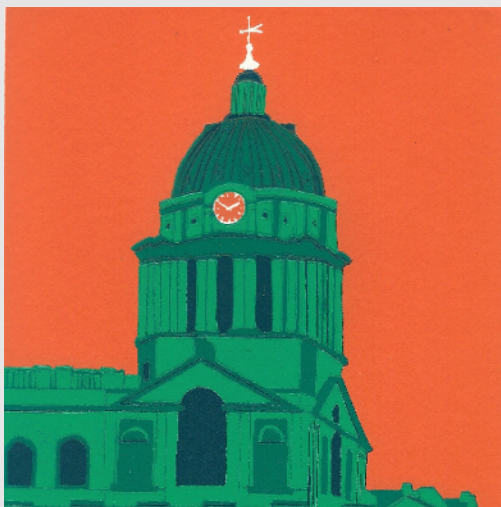
Our publication educates, recommends, and most importantly, inspires. Each issue is designed to ignite curiosity and guide our readers to both the new and the less obvious and little known.

For advertisers, Black + Green Magazine offers unparalleled access to some of the most affluent residents and visitors to London. We connect brands and businesses to an audience eager to spend on exceptional experiences and products.



Local features

Our many local features have included everything from guides to local little-known attractions, southeast London's city farms, parks and open spaces, Greenwich cycling tours, free days out, festivals, books, live shows, restaurants, cafes, hotels, local artists, architecture, PG Wodehouse's time in Dulwich, Peckham's 'little Lagos' and much more.



Powerful influence and reach

Through its extensive distribution network, Black + Green Magazine reaches an impressive number of London residents and visitors.

Distribution outlets include more than 500 cafes, restaurants, hotels, pubs, libraries, community centres, GP surgeries, shops, galleries and more.

We distribute 10,000 free copies to venues principally in SE3 and SE10 but also parts of the SE4, SE5, SE6, SE7, SE8, SE9, SE12, SE13, SE14, SE15, SE18, SE21 and SE22 postcodes.

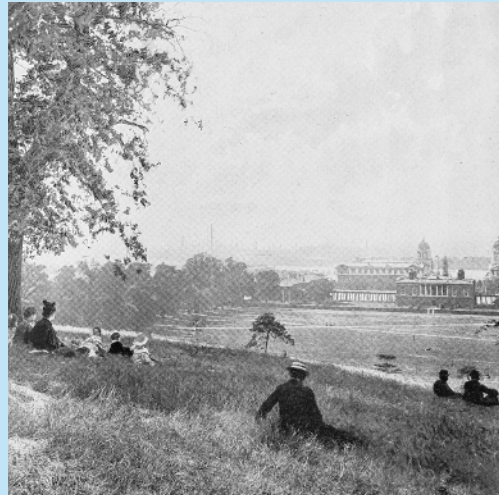
We also distribute door-to-door at a sizeable number of residential addresses in SE3, SE10 and nearby areas. Many readers are affluent, with a relatively high disposable income.

In total this produces a readership of around 30,000. It is geared to all income groups, however many readers are affluent, with a relatively high disposable income.



Travel, education, health, property and other features

We ensure our readers remain devotees of our magazine and website with the wide range of other features included. These include travel pieces, education, lifestyle and health features, wide-ranging editorial on anything from Soho in the 1980s to a century of feminism, from irresistible recipes to what's on around London, local societies, sources of advice and support and lots more.



Effective and affordable advertising

Advertising rates

PRINT AND WEBSITE RATES AND SPECS

Double page spread (approx 2xA4) - £425

Full page (approx A4) - £250

Trim size 210mm w x 297mm h

Bleed size 216mm w x 303mm h

Half page landscape - £140

192mm w x 137mm h

Half page portrait - £140

94mm w x 277mm h

Quarter page landscape - £90

192mm w x 67mm h

Quarter page portrait - £90

94mm w x 137mm h

Eighth page - £ 60

94mm w x 67mm h

Sixteenth page - £45

45mm w x 67mm h

Thirty-secondth page - £28

45mm w x 33.5mm h

**These print advertising rates include free inclusion on
the blackandgreenmagazine.com website**



RATES FOR WEBSITE ONLY

Right-hand panel (advertisements appear on all website pages)

Small - £25 (four months), £45 (eight months)
Medium - £35 (four months), £60 (eight months)
Large - £45 (four months), £75 (eight months)

Ads on five random pages (not home page)

Small - £25 (six months), £45 (twelve months)
Large - £45 (six months), £75 (twelve months)

Ads on homepage

Small - £25 (three months), £45 (six months)
Large - £45 (three months), £75 (six months)

LEAFLET DELIVERY

Leaflet insert/distribution with magazine

£35.00 per 1000

REPEAT AD DISCOUNTS

10% agency discount

10% discount for ad repeated in two issues

15% discount if ad repeated in three issues

20% discount if ad repeated in four or more issues

PREMIUM POSITIONS

5% extra for guaranteed position in magazine

10% extra for inside front/back cover

15% extra for outside back cover

ADVERTISING SPECIFICATIONS

Artwork to be provided at full size either as a CMYK jpeg at 300dpi or as CMYK press-ready PDF. Include a 3mm bleed for full-page ads.



FURTHER MARKETING OPPORTUNITIES

There are generous discounts for repeat ads.

Your leaflets can be distributed with the magazine.

Promotional editorial (advertorial) opportunities are available. Please enquire for rates.

Also, we welcome press releases and items for review for consideration for inclusion in the magazine.

And if you'd like some free copies to distribute, please contact us.

NO VAT - THE PRICE YOU SEE IS THE PRICE YOU PAY

CONTACT US ON info@blackandgreen.biz



**BLACK+GREEN
BLACKHEATH
+GREENWICH
MAGAZINE**
JULY/AUGUST 2016

Horrible audiences:
Glenn Tilbrook, Matthew
Harley, Kelly and
Stoppard
speak out

Artworld sensation
Charming Baker

Fab family fun day
out for free

Building resilience:
showing children
how to deal with
failure

**BLACK+GREEN
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JULY/AUGUST 2016

Glenn Tilbrook on
recording Squeeze's
new album

Rejuvenating Abbey Wood

Peckham's 'Little Lagos'

A traditional family Easter

Interview: Garry Christian
of The Christians

Greenwich's Peninsula
Place

DIY and devalue your
home

Mary Kenny's Dublin

FREE

**BLACK+GREEN
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+GREENWICH
MAGAZINE**
NOVEMBER - JANUARY

Chas and Dave come to
Blackheath

Christmas what's on

Estonia: wild at heart

Interviews: Kerry Godliman
and Nathan Caton

Issue 9: Chas and
Dave, Kerry Godliman,
Nathan Caton

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**BLACK+GREEN
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FEBRUARY 2017

Interview: Bill Bailey

Soho in the 80s

Budget Amsterdam

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JULY/AUGUST 2016

Steve Harley's South
London days and
new Greenwich gig

Budget Amsterdam

Helping your child
stay safe online

How to go to the
cinema for free

Issue 2: Steve Harley, budget
Amsterdam, free cinema

FREE

**BLACK+GREEN
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MAGAZINE**
APRIL/MAY 2017

Glenn Tilbrook on
recording Squeeze's
new album

Rejuvenating Abbey Wood

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A traditional family Easter

Issue 6: Glenn Tilbrook, Abbey Wood
property, travel: Uganda

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MAY/JUNE 2017

Interview: pianist
James Rhodes

The colourful world
of artist Joanna Kirk

Hidden corners
of London

A fitness holiday
in Spain

Issue 10: James Rhodes, Joanna Kirk,
hidden London, fitness holidays

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Local festival
guide

A gastronomic
world tour

Issue 10: James Rhodes, Joanna Kirk,
hidden London, fitness holidays

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JULY/AUGUST 2016

Interview: Alexander
O'Neal plays Greenwich
P. G. Wodehouse's
Dulwich days

A holiday in North Korea

Summer entertaining

Issue 7: Alexander O'Neal, P. G.
Wodehouse's Dulwich days

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JULY/AUGUST 2016

Interview: Blake Morrison

Interview: Martin Parr

Hidden corners of London

Local mental health provision

The best open spaces

Issue 11: Blake Morrison, Martin
Parr, open spaces

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MAGAZINE**
AUGUST 2019

Interview: Martin Dunford

Winter sun:
Malaysia

Local events,
dining, property,
accommodation

Hearing loss and
dementia

Issue 15: Martin Dunford, Malaysia,
hearing loss and dementia

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AUGUST/SEPTEMBER 2017

Interview: Stephen K
Amos comes to Greenwich

Health dangers of your pet

A magical Scottish
weekend

Win Greenwich Comedy
Festival tickets

Issue 4: Dennis Greaves, London for
free, Faroe islands, malnourishment

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SPRING 2020

Issue 12: Chris Difford
A century of feminism

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