



Dear

February 2007 will see the launch of the second edition of the Boats and Watersports – South Coast. Three editions will be produced each year. Details of which are described below :

Distribution

Distribution will be on FREE stands at major shops, including Asda, Morrisons, Sainsburys and Tescos around the South Coast.

The directory will be made available FREE to the general public at Marinas around the South Coast.

Distribution will be online through – Ebay & Amazon at a cost of £2.99

Format

Size: 297 x 210mm (A4)

Pagination: 16 to 32 pages plus 4 page cover

Paper and Materials: Cover 180 gsm art board, plus both sides gloss laminated. Full colour throughout the magazine.

Layout: Run of paper Full page and half page advertising at the front. An A-Z classified listing for Boats and Watersports services throughout the rest of the magazine.

We will publish in February and the magazine will run for 4 months. You will not be invoiced for your advertising until then when you will be sent a complimentary magazine with your invoice, along with your entry you will receive a FREE listing on the website (coming soon).

Yours Sincerely,

HAQ Publishing – Sales / Marketing

HAQ PUBLISHING CELEBRATING



YEARS IN PUBLISHING

HAQ Publishing Limited, Suite 6A Britannia House, Legrave Road, Luton, Beds LU3 1RJ

Tel: 01582 488385 Fax: 01582 459776 Email: info@haqpublishing.com

Company registration number 1637485 since 1982



MAKE OUR WEBSITE WORK FOR YOU!

200,000 HITS A MONTH AND INCREASING

WITH THE CONTINUING SUCCESS AND EXPANDING DISTRIBUTION OF OUR DIRECTORIES WHY NOT CONSIDER ALL OF THE OPTIONS NOW AVAILABLE TO YOU THROUGH OUR WEBSITE?

AS OUR EXISTING CUSTOMERS ALREADY KNOW, ALL DIRECTORY ENTRIES AUTOMATICALLY RECEIVE A FREE LISTING ON THE SITE, BUT ARE YOU AWARE OF ALL THE AVAILABLE OPTIONS?

- **LISTINGS** – COMPANY CONTACT DETAILS WHICH CAN BE SEARCHED BY EITHER PRODUCT/SERVICE OR ALPHABETICALLY BY COMPANY NAME. THIS CAN INCLUDE EMAIL ADDRESS AND HYPERLINK TO YOUR OWN WEBSITE
- **COMPANY PRIORITY LISTING** – YOUR COMPANY DETAILS LISTED FIRST UNDER THE CLASSIFICATION THAT YOU CHOOSE
- **PROFILE** – INCLUDE A 30 WORD PROFILE ON YOUR PRODUCTS AND SERVICES
- **ACCESS KEY** – ONE OF OUR LATEST INNOVATIONS, WHICH IS PROVING IMMENSELY POPULAR. FOR A FIXED ANNUAL FEE YOU HAVE A PASSWORD TO ACCESS YOUR DETAILS, INSTALL A 30 WORD PROFILE UNDER 3 HEADINGS AND A HYPERLINK. THIS KEY ENABLES YOU TO EDIT YOUR ENTRY THROUGHOUT THE YEAR
- **FULL ACCESS KEY** – INCLUDES ACCESS KEY AND ABILITY TO ADVERTISE UP TO 10 ITEMS/PRODUCTS AT ANY ONE TIME DURING THE FULL CALENDER YEAR
- **BUSINESS LINK** – A CORPORATE LOGO, 30WORD PROFILE LINK TO YOUR WEBSITE, ADVERTISING WITH A MAXIMUM OF 10 OTHER COMPANIES FOR A 3 MONTH PERIOD
- **ADVERTS** – UP TO FULL PAGE ADVERTS PLACED NEXT TO YOUR LISTING
- **WEB DESIGN** – IF YOU DO NOT YET HAVE YOUR OWN WEBSITE, WHY NOT TALK TO OUR SALES TEAM ABOUT OUR LATEST SERVICE? IT DOESN'T HAVE TO BE A HEADACHE AND IT DOESN'T HAVE TO SING AND DANCE..... YOU SUPPLY THE INFORMATION, LOGOS, PHOTOS.....AND WE DO THE REST!

REMEMBER – YOURS IS A SPECIALIST INDUSTRY
WITH A POTENTIAL WORLDWIDE MARKET – SO
COME ON.....

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BOATING & WATERSPORTS - South Coast

FAX BACK TO HQ ON 01582 459 776

FROM (your name)			
Company Name			
Company Address			
Telephone Number			
Fax Number			
Company Website Address			
Company Email Address			
Classified Heading			
Type		Price Ex vat	Please tick as appropriate
CLASSIFIED COLOUR ADVERTISING (A4 - 4 column)			
4.5cm (width) x 2cm (depth)		£40.00	<input type="checkbox"/>
4.5cm (width) x 3cm (depth)		£50.00	<input type="checkbox"/>
4.5cm (width) x 4cm (depth)		£60.00	<input type="checkbox"/>
4.5cm (width) x 5cm (depth)		£75.00	<input type="checkbox"/>
9cm (width) x 2cm (depth)		£60.00	<input type="checkbox"/>
9cm (width) x 3cm (depth)		£90.00	<input type="checkbox"/>
9cm (width) x 4cm (depth)		£120.00	<input type="checkbox"/>
9cm (width) x 5cm (depth)		£150.00	<input type="checkbox"/>
Quarter Page		£250.00	<input type="checkbox"/>
RUN OF PAPER COLOUR ADVERTISING			
Half Page	133mm	190mm	£600.00 <input type="checkbox"/>
Full Page	271mm	190mm	£900.00 <input type="checkbox"/>
Double Page Spread			£1600.00 <input type="checkbox"/>
½ page front cover			£900.00 <input type="checkbox"/>
Inside Front Cover			£POA <input type="checkbox"/>
Outside Back Cover			£POA <input type="checkbox"/>
Inside Back Cover			£POA <input type="checkbox"/>
WORLD WIDE WEB			
30 Word Company Profile			£30.00 <input type="checkbox"/>
Priority Company Listing			£40.00 <input type="checkbox"/>
Hyperlink-to your site			£35.00 <input type="checkbox"/>
Web Logo (your corporate identity)			£30.00 <input type="checkbox"/>
Access Key (up to 3 Classifications, hyperlink and company profile. You can edit & change at any time throughout the year)			£75.00 <input type="checkbox"/>
Full Access Key (includes Access Key and ability to advertise up to 4 items/products at any one time during a full calendar year)			£150.00 <input type="checkbox"/>
Business Link (corporate logo, 30 word profile linked to web site advertising with a maximum of 10 other companies – 3 months)			£100.00 <input type="checkbox"/>
Web Page			£150.00 <input type="checkbox"/>
Front Page Banner - advertising per month	From		£300.00 <input type="checkbox"/>

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