

Advertise with Harrow Council

MEDIA PACK

Harrow People magazine - Number 1 for local news!

The only way to reach all 100,000 homes and businesses in our thriving borough. Harrow People goes in every letterbox five times a year - New Year, spring, summer, back-to-school and winter.

Display advertising

Full page	£1,700	Full page prestige positions	
Half page	£900	Back cover	+25%
Quarter page	£500	Inside front	+15%

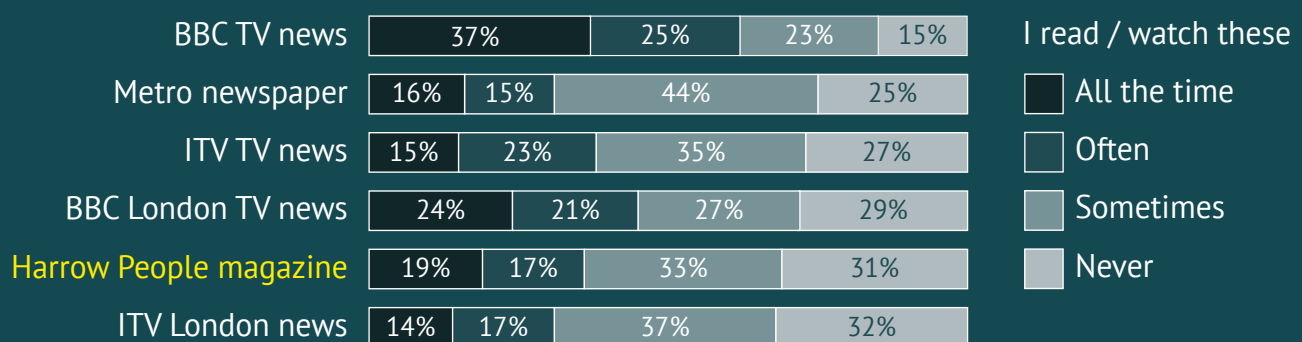
Classified / births, marriages & deaths

Per cm ²	£20	Multiples discounts	
...3cm by one column	£60	Three editions	save 20%
...5cm by two columns	£200	Four or more editions	save 25%

Specials

Flyer insert (distribution only)	£3,000	Double page ad spread	£3,500
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Harrow's favourite media



Source: Residents' Survey 2017

Call Dory on 020 8424 1290

All prices exclusive of VAT

dory.azzo@harrow.gov.uk
harrow.gov.uk/harrowpeople



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Web and e-newsletter - unbeatable high-volume digital ads

Click with local people - harrow.gov.uk gets 700,000 hits every month.

Make the news - our e-newsletter is read by 30,000 people every week.

100,000 web views £1,000
Save 25% when you buy a magazine page.

One e-newsletter posting £500
Buy 3 e-newsletter adverts and get 1 free.

Refuse vehicle sides - your billboard on every street

Our fleet of 28 vehicles weekly cover every street in Harrow. Each vehicle does approximately 500 miles a month.

Two ad spaces sized 3222mm x 1776mm are available on each vehicle. These are by far the cheapest large ad assets on the market.

3 month posting per side £1,000

3 months is the minimum posting duration. Great deals available for longer campaigns.

Our offer to you

We offer print and media buying and great deals on flyers, leaflets, banners and promotional materials as well as third-party publications, billboards and public screens.

you can too. We offer maximum value for your campaign spend and we're very happy to offer you a free no-obligation campaign assessment and quote.

Harrow Council communications team is a commercially-minded team specialising in campaigning, marketing and media.

From full campaign management to one-off advertising, our offer's scalable to meet your needs. At its heart is our expertise.

We're local specialists with years of experience, and we're here to help you reach and influence Harrow audiences. We know our borough, and

We offer a competitively-priced graphic design service and can help you to make the very most of any of the assets shown in this pack.

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Audience insights

When you advertise with us, you reach an audience that represents the best of both London and the UK. Incomes in Harrow, for instance, have kept pace with the London average, but the levels of home ownership exceed those nationally (see data table).

Harrow is one of London's least deprived boroughs (DCLG 2015) and has areas of significant affluence, especially Pinner, Stanmore and Harrow-on-the-Hill. Pinner South is one of the most affluent wards in outer London - the average estimated annual income there is more than £64,500 (GLA 2012/13).

Harrow is an aspirational borough. According to the British Values Model, 45% of our population are 'prospectors' (nationally it's about 30%). Prospectors are ambitious, self-focused and status-motivated.

Prospectors respond well to advertising that engages our aspirations. We spend a lot of time and money making our lives better, more comfortable and more entertaining. We're influential consumers who want to look good, feel good and be the best that we can.

POP:250,000+

Ethnicity:

White British 30%

Indian 26%

Other BAME 37%

Religion:

Christianity 37%

Hinduism 25%

Islam 12.5%

Judaism 4.4%

HARROW



Indicator	Harrow	London	UK
Employment rate % (2015)	73.9	72.9	73.9
Unemployment rate % (2015)	4.6	6.1	5.1
16-18 year olds not in education, employment or training % (2014)	1.5	3.4	4.7
16-64 year olds claiming out of work benefits % (May 2016)	5.4	7.7	8.7
16-64 year olds with no qualifications % (2015)	4.2	7.3	8.8
16-64 year olds with degree or equivalent and above % (2015)	47.9	49.9	36.9
Population aged 0-15 % (2015)	20.5	13.9	19
Population aged 16-64 % (2015)	64.5	73.6	63.3
Population aged 65 and over % (2015)	15	12.5	17.7
Household median income estimate (2013)	£38,880	£39,110	£30,600
Homes owned outright % (2014)	33.5	22	32.3
Homes bought with a mortgage or loan % (2014)	32.8	27.9	31.8

Source: GLA London Datastore

Harrow outperforms London or UK

Harrow outperforms both