

PUKARR  
MAGAZINE

Celebrating the diversity of Leicester

Media Pack

# Pukaar Magazine



Pukaar Magazine is a brand new free quarterly publication, aimed at young and mature professionals within Leicestershire. The 'glossy community magazine' offers readers a mix of local human interest and serious community news, as well as features on fashion, travel, sport and entertainment. Covering a range of diverse topics, the magazine is a true reflection on the multicultural city of Leicester.

The enlightening editorial is neatly packed into a glossy A4 magazine, making it ideal to read while travelling on a train journey, over a coffee shop table, or simply at home when you want to kick back and relax on a Sunday afternoon.

## Distribution

The magazine has gained an impressive readership of 50,000 in its first year. It is distributed across hotspots in the city, including local bars and pubs, restaurants, newsagents, community centres, libraries and hairdressers. It is also stocked at prime, high-traffic supermarkets such as Asda (Oadby and Fosse Park), Sainsbury's (Belgrave Road), Tesco Express (Bede Island and Belgrave Gate) and Morrisons (Freemans Park).

## Readership

The typical Pukaar Magazine reader is aged between 25 and 45. He/she will be a full-time working professional and will be interested in the local community as well as reading more serious news articles. In addition to this, he/she will enjoy the more light-hearted, yet informative features on lifestyle and entertainment topics.

Our reader will have the disposable income to spend on luxury goods such as holidays, nights out to the theatre and high-end restaurants. Many of the middle-aged professionals will also have young families and will be interested in family-related events and topics. The magazine is directed towards both men and women on an equal basis.

# Editorial content

Pukaar Magazine has a variety of engrossing articles for readers to enjoy. Below are the topics covered in each edition, along with some examples of featured pages.

## UPDATE

Covering the latest happenings in the city.

## NEWS

Gripping stories about various issues and topics in Leicestershire.

## BUSINESS

Placing the spotlight on a single individual or business.

## COMMUNITY

A look at people who are making a difference.

## FAMILY FUN

Events for the whole family to enjoy.

## TRAVEL

A traveller's perspective on a particular holiday destination.

## FASHION

Find out what's hot on the clothing rails.

## INTERNATIONAL

A news story from across the globe, which caught our eye.

## ENTERTAINMENT

An engaging read focusing on the world of cinema.

## SPORT

Get up to speed with the sporting world.



# Promote your business

Pukaar Magazine is offering companies a cost effective way of promoting their brand and their business. We don't just want to take your money and then forget about you! We want to establish a successful relationship with our clients and ensure they are getting the best value for money when they choose to associate their brand with ours.

Unlike other magazines in the market, we offer all of our business either a full page or a half page advert. We understand that every company has a different budget and different needs. In addition to adverts placed in our print publication, we can offer our clients a specifically tailored editorial written by one of our trained journalists and also combine this with further online advertising.

Though you will find our rates outlined here, we are able to customize specific advertising packages to suit your needs. Our in-house designer can also create some brand new artwork for you, for an additional fee. Feel free to contact our team for further details.

## Position                      Cost per issue

Half page	£750
Full page	£1,200
Inside back page	£1,400
Outside back page	£1,950
Inside front page	£1,600
Double page spread	£1,750
Advertorial cost	+15%
Online advertising	From £200

**20% discount** is applicable for yearly booking (x4 issues)  
**10% discount** is applicable for pre payment

All prices are subject to VAT

Get in touch now to  
book your advert!

0845 500 50 52

or

info@pukaarmagazine.com



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