

The North and South Banks

Both sides of the Humber have never been more connected with more and more businesses now operating on the north and south banks of the estuary. This means that there are more workers than ever before commuting across the water to work.

The Humber Bridge is at the heart of this change, saving millions of vehicle miles and many valuable hours of drivers and passengers time since its construction. Commercial vehicles, tourists and public users are using the bridge to reach destinations in the region. The bridge is a Grade I listed iconic structure linking Lincolnshire and Yorkshire on the A15 over 1.4 miles. It was opened in 1981 to create a new, faster route between the estuary and inland destinations, allowing users to pay by cash, card or via a HumberTAG account. The HumberTAG was introduced in 2015 and now more than half of the traffic crossing the bridge uses this system, with 45,000 users able to pay for their journey to an online account detected at the bridge. If you use Open Road without a HumberTAG, you are still able to pay via their website or app.

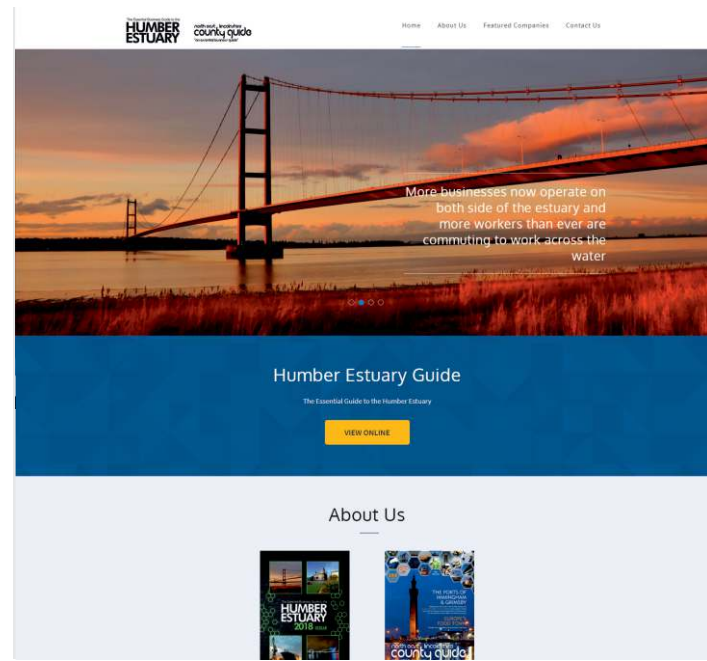
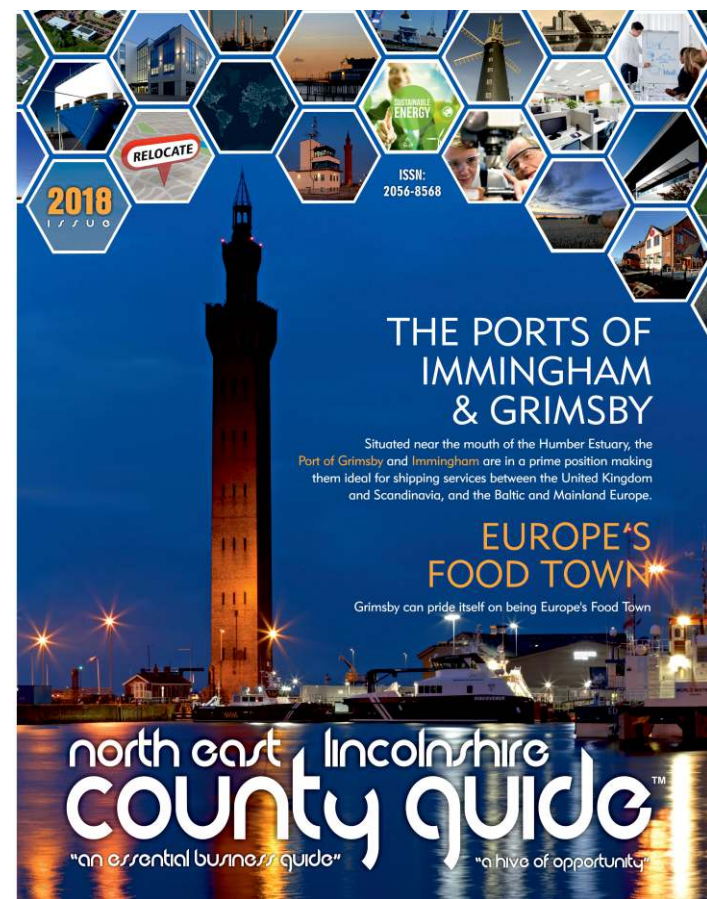
"The Humber Bridge is now in a bid to creating the world's largest digital network on its structure and is in the running for a share of a new £15 million fund. If this project is given the go-ahead, 70,000 individually-controllable LED lights would be installed on the footwalk and in a submission made to the Humber Local Enterprise Partnership and the Hull 2017 City of Culture team. The successful projects will be announced in March 2018."

HUMBER ESTUARY GUIDE and north east lincolnshire county guide™

The Essential Business Guides
to the Humber & Lincolnshire Regions

MEDIA PACK 2018

Version 2



The Essential Business Guide to the HUMBER ESTUARY 2018 ISSUE



Our PLATFORMS



@humberguides

Who ARE WE?

...the essential business guides to the Humber and Lincolnshire regions

The Humber Estuary Guide takes a broader view of development across the wide Humber region, promoting and reporting stories from Goole, Scunthorpe, Hull, Beverley, Barton, Brigg, Grimsby and Cleethorpes.

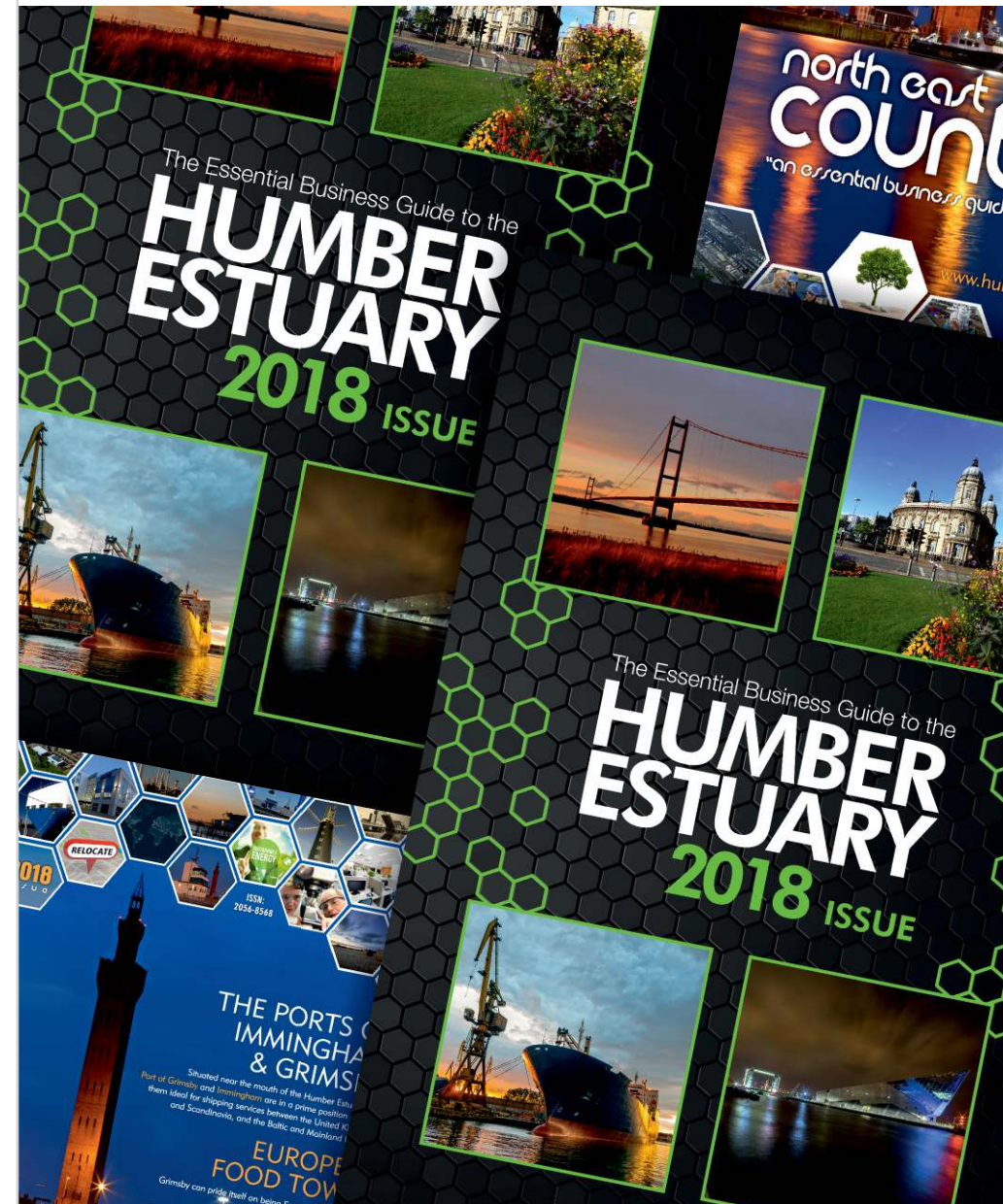
The North East Lincolnshire County Guide focuses on the developments taking place across the county, highlighting major investments in the area and celebrating the economic growth of the borough.

We provide a mixture of news, business profiles and focus on items to do with sectors in business, training and education, the food industry, ports, renewables and the economy. This includes news of leading business initiatives, key figures and regional developments through to advice and guidance on such issues as relocation, economic growth and safety training.

Our graphics and editorial teams are on hand to assist in the promotion of your company through both text and images. We can help you to maximise your business's potential, and to take your name and services out to the people who require them.

Kind Regards

GINA MADDISON
Advertisement Sales Manager
gina@humber-guides.co.uk



Rate Cards

Prices correct at time of print - May 2018

In Print

Double page spread	Full page	Half page	Quarter Page	Eighth page
£2500	£1679	£976	£510	£261
Outside back cover	Inside front cover	Inside back cover	1/2 Inside front / back	Buyers Guide
£2050	£2030	£1942	£1500	£175

Prices apply for the duration of one year

Other Advertising Opportunities

Other opportunities are available including Direct Mail, Belly Band, Bookmark Spreader Band and Gate Fold advertising from a cover or centre pages. Please contact us for further details and a quote.

Double page spread - 270mm x 397mm or page bleed 303mm x 426mm	Eighth page - 61mm x 94mm (horizontal)
Whole page - 270mm x 192mm or page bleed 303mm x 213mm	Outside back cover - 270mm x 186mm or page bleed 303mm x 213mm
Half Page - 126mm x 196mm (horizontal)	Inside front cover - 270mm x 186mm or page bleed 303mm x 213mm
- 192mm x 126mm (vertical)	Inside back cover - 270mm x 186mm or page bleed 303mm x 213mm
Quarter page - 126mm x 94mm (vertical)	Buyers Guide - 40mm wide x 70mm high

Directory Listing for both print and online

£125 (for 1 year)

For full details please contact 01472 359036 or email: gina@humber-guides.co.uk

Rate Cards

Prices correct at time of print - Sept 2018

E-Magazine



Our E-Magazines are now more interactive than ever. We have introduced a whole range of new functions for advertisers to benefit from, to help engage their brand, and message to new generations of readers.

To begin the interactive adventure, Advertisers will automatically benefit from direct links from their adverts to weblinks of their choice to allow more traffic to be driven to websites, or lead generation landing pages.

Video and Images Gallery pop-ups can now offer a more visual message complementing the printed advert, whilst bookmark's and page links can allow readers to jump straight to articles and adverts, ensuring advantage over the competition.

For your additional e-magazine enhancements to your advertising campaign, contact Gina today at gina@humber-guides.co.uk or call in on 01472 359036.

Front Cover Image Link to feature	Small Tile Link to feature	News Link to full press release	Video Pop-up
£250	£250	£250	£500
	Image Gallery	Bookmark	
	£500	£400	

Online Advertising

The **'Humber Guides'** website is always up to date with the latest suppliers guides and read online versions of the printed publications with plenty of room for advertising exposure within the page content.

Our suppliers listing will combine both **'The Humber Estuary Guide'** and **'North East Lincolnshire County Guide'** into one base where you can exhibit your company's supply details whilst promoting your services and offers.

Our dedicated 'Featured Companies' section of the website allows you to be at the forefront of the website and remain in the eyes of the public for a period agreed by you and our sales team.

Our social media platforms allow you to branch out to the public through the world of **Twitter** and **Facebook** whilst keeping in touch with potential customers and clients.

Over 3,500 email subscribers

We engage with our subscribers many times a month with informative news items and stories from our advertisers.

When our latest monthly magazine is launched, our email subscribers get to view it first online.

Over Twitter Followers

We have a dedicated in-house graphic design team that will work with you closely to create your advertisement, e-shot artwork or assist with your Supplier Director entry. Our editorial team can also help with any news articles that you would like to feature on our website.

Please turn overleaf for costs of advertising in both online and in print

Suppliers Directory

A business listing consisting of:

- *Company Name*
- *Logo*
- *Address*
- *Email*
- *Website*
- *Social Media*
- *Map*
- *50 word Description*

£125

Key players in the renewable energy revolution with potential to become the UK capital of the 21st Century.

Humber Estuary Guide

The Essential Guide to the Humber Estuary

VIEW ONLINE

About Us



The Humber Estuary Guide takes a broader view of development across the wider Humber region, promoting and reporting stories from Goole, Southorpe, Hull, Beverley, Barton, Grimsby and Cleethorpe.

The North East Lincolnshire County Guide focuses on the developments taking place across the county, highlighting major investments in the area and celebrating the economic growth of the borough.

Featured Companies

Camfy Duck THE DEEP

North East Lincolnshire Guide

An essential business guide to the borough

VIEW ONLINE

Leave a message

Your message

Your Email*

Name*

Phone Number*

How would you prefer to be contacted? Phone Email

Submit your contact details

Contact information

Use the form below to send a general message or an advertising enquiry and we'll get back to you as soon as we can.

48 Henrage Road
Grimsby
DN12 9ES
01472 399008
info@humberguides.co.uk

Get in touch

Waltham Publications
48 Henrage Road, DN12 9ES
United Kingdom
Phone 01472 399008
Email info@humberguides.co.uk
URL humberguides.co.uk

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HUMBER ESTUARY GUIDE
and
north east lincolnshire
county guide™

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to the Humber & Lincolnshire Regions

46 Heneage Road, Grimsby
North East Lincolnshire DN32 9ES
Telephone: **01472 359036**
E-mail: gina@humber-guides.co.uk
Website: www.humber-guides.co.uk

 [@humberguides](https://twitter.com/humberguides)