

thenearfield.com

# nearfield

Experience more in Bath, Bristol and beyond



## Media information 2025

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**nearfield's** mission  
is to make sure that  
no one misses out  
on an unmissable  
event or experience  
in the Bath and  
Bristol area  
ever again.

# Introducing nearfield

With thousands of events on our online listings platform, and 10,000 copies of our print magazine distributed across the Bath and Bristol region every two months, nearfield is the first choice to promote events and experiences in the southwest, and connect with a local audience aged 25-44.

Across print, web, email, social and events, our purpose is to inspire people in the southwest to discover more events and experiences, get out to gigs, exhibitions and

performances, explore new places to eat, drink and shop, learn from talks and workshops, and more.

Our bimonthly magazine has a print run of 10,000 with free distribution to 500+ stockists within a 25-mile radius of Bath and Bristol, including neighbouring towns such as Frome, Bruton, Clevedon and Stroud.

Our online listings platform [thenearfield.com](http://thenearfield.com) aims to offer the most comprehensive regional listings guide in the UK.

## Audience

nearfield's core audience is aged 25-44

Many of our readers have relocated to the Bath and Bristol area from London and beyond, attracted by beautiful countryside, great schools, and its position as the gateway to the southwest.

Here to raise families and build careers, many will run their own businesses, and work from home or a co-working space.



**nearfield** is a free bimonthly handbook for discovering the very best in Bath, Bristol and beyond.

From big-ticket events, far-out experiences, fresh eats and hidden treasures, to the people and communities making the magic happen, we're here to inspire our readers' curiosity and make sure they never miss out again.

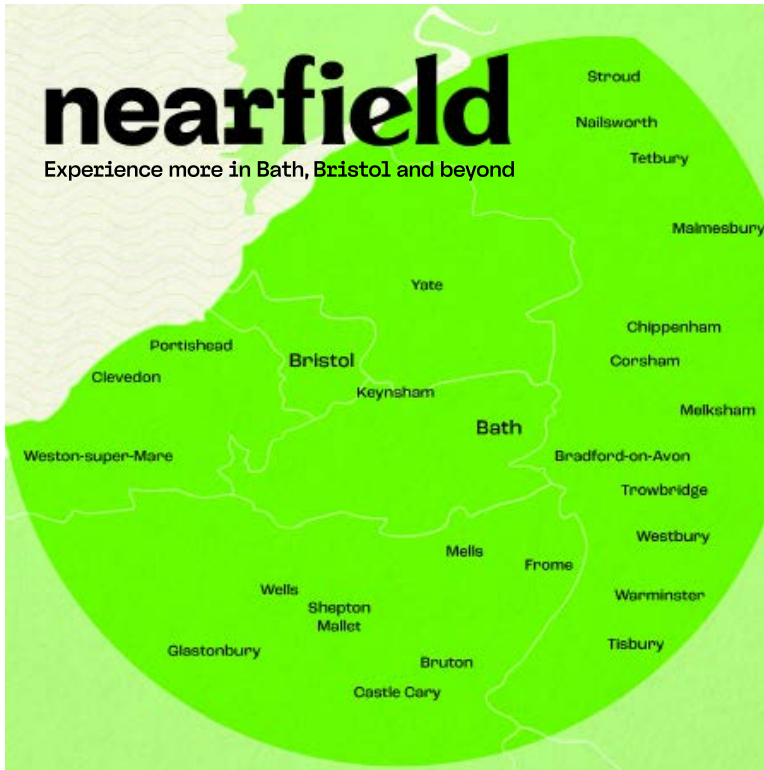
# Distribution

nearfield magazine is available for free via our network of 500+ high footfall locations within a 25-mile radius of Bath and Bristol, including coffee shops, co-working spaces, hotels, restaurants, bars, independent shops, festivals and offices.

We distribute to stockists in Bath, Bristol, Clevedon, Frome, Bruton, Tisbury, Corsham, Bradford-on-Avon, Stroud and many others.

The magazine is available via a paid subscription for readers who want a copy delivered to their door. The online edition of the magazine delivers a further 4,800+ views per issue.

nearfield has  
10,400+ followers  
on Instagram



For more information, please email [simon@thenearfield.com](mailto:simon@thenearfield.com) or call / WhatsApp 07816 322056.

# Publishing schedule

## 2025

**February/March 2025**  
– out 5 February  
(artwork 17 January)

**June/July 2025**  
– out 4 June  
(artwork 16 May)

**October/November 2025** – out 1 October  
(artwork 12 September)

**April/May 2025**  
– out 2 April  
(artwork 15 March)

**August/September 2025** – out 6 August  
(artwork 19 July)

**December/January 2026** – out 3 December  
(artwork 14 November)

# Advertising rate card

## PRINT

Issue	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
<b>Double page spread</b>	£1,520	£1,368	£1,292	£1,216	£1,140	£1,064
<b>Full page</b>	£895	£806	£761	£716	£671	£627
<b>Half page</b>	£515	£464	£438	£412	£386	£361
<b>Quarter page</b>	£296	£266	£251	£237	£222	£207
<b>Discount</b>		<b>10%</b>	<b>15%</b>	<b>20%</b>	<b>25%</b>	<b>30%</b>

We are happy to offer charities, social enterprises and other not-for-profit community organisations a 50% discount against our advertising rate card.

All media agencies receive a 15% discount on our rate card prices. Please ask for details.

## ONLINE & EMAIL

A banner advert on [thenearfield.com](http://thenearfield.com) or in our weekly newsletter costs £150 per week.

## Cover positions (subject to availability)

**Inside front cover** £990  
**Inside back cover** £895  
**Outside back cover** £1200

To advertise  
please email  
[simon@  
thenearfield.com](mailto:simon@thenearfield.com)

# Advertorials

Advertorials offer the chance to say more than a regular advert. We deploy our creative resources to tell our readers the story of your business, according to your commercial agenda and sales message. You will have full creative control over the feature.

Our advertorials generally run across two, three or four pages, and receive the same editorial and design treatment as our regular features, presented in nearfield's house style and tone of voice, and overseen by the senior creative team.

Prices available upon request



# Marketplace

nearfield Marketplace is a promoted showcase of independent businesses in the southwest, published in every issue of nearfield magazine and promoted on Instagram.

It provides readers with a roundup of independent businesses in the Bath and Bristol area – including a short editorial profile and details about what makes them special – for a lower cost than a regular advert.

The costs to be included in the Marketplace are:

One issue (two months coverage) = **£175**

Three issues (six months coverage) = **£145 per issue**

Six issues (12 months coverage) = **£95 per issue**



For more information, please email [simon@thenearfield.com](mailto:simon@thenearfield.com) or call / WhatsApp 07816 322056.

# Artwork

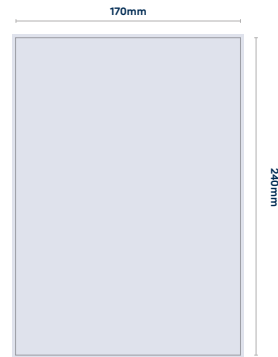


## Double page spread

**Trim:** 340mm x 240mm

**Bleed:** 346mm x 246mm

Please include 3mm bleed and export your artwork with cropmarks. Also consider the gutter when designing.

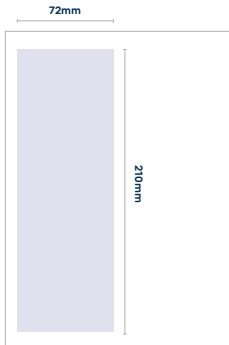


## Full page

**Trim:** 170mm x 240mm

**Bleed:** 176mm x 246mm

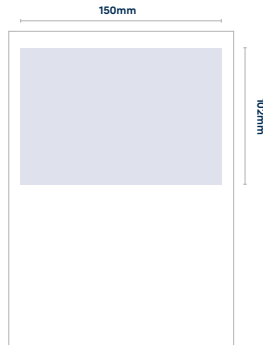
Please include 3mm bleed and export your artwork with cropmarks.



## Half page vertical

**Trim:** 72mm x 210mm

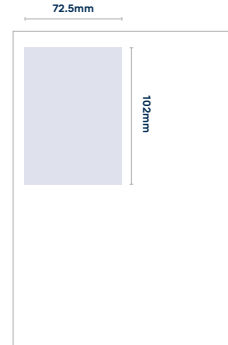
Please include 0.25mm keyline when providing artwork.



## Half page horizontal

**Trim:** 150mm x 102mm

Please include 0.25mm keyline when providing artwork.



## Quarter page

**Trim:** 72.5mm x 102mm

Please include 0.25mm keyline when providing artwork.

## Guidelines

- All images to be CMYK and 300dpi
- Include 3mm bleed on all full or double-page adverts
- Allow 3mm for the gutter
- Include crop marks

## Online advertising

**Footer banner:** 1200 x 150 (400 x 400 for mobile)

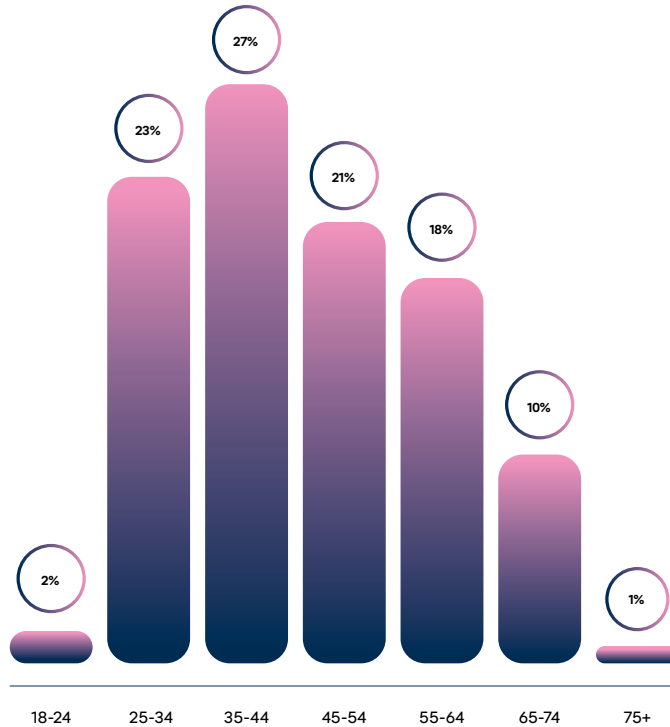
**Sidebar (desktop only):** 300 x 300

Static images only please – no gifs



# Audience insights

## Age profile



The average reading time for a copy of nearfield is

**23**  
minutes

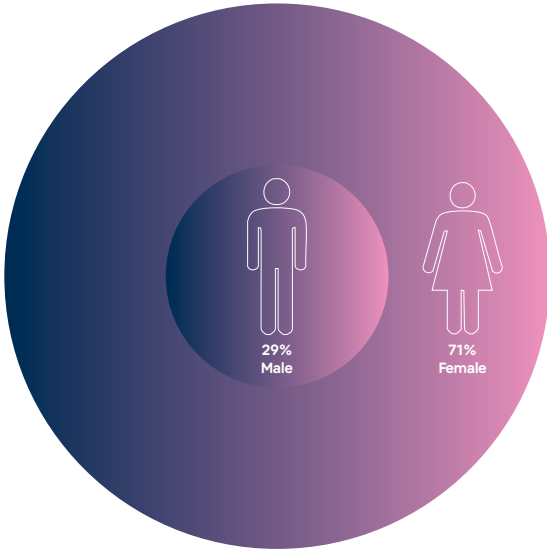
**50%**  
readers aged 25-44

**21%**  
readers aged 45-54

**80%**  
agree that “nearfield is the best local magazine I’ve read”

# Audience insights

## Profile



- 34% have children under the age of 18
- 23% are business owners
- 47% work from home
- 46% have lived at their current address for 5 years or less

“What did you do when you last went out? Where did you go?”



# Audience insights

## Influence and engagement

- 52% talked about nearfield with family, friends or colleagues
- 50% passed on a copy of nearfield magazine to someone else to read
- 46% will read their copy for between 16-30 minutes (17%, 30-60 mins)
- 35% recall seeing an advertisement in nearfield
- 18% have responded to an advertisement in nearfield
- 10% have paid for a product or service advertised in nearfield

## Buying Intentions

“Do you intend to procure the following services in the next 12 months?”

- 21% Building firm
- 19% Financial advisor
- 19% Health/wellbeing advisor
- 13% Accountant
- 13% Garden designer
- 10% Architect
- 9% Law firm

These insights were generated from an online reader survey with a prize incentive to win lunch for two at The Pig-near Bath. This was promoted across nearfield media channels in August and September 2024 (print magazine, social media, website and email newsletter) and generated 401 responses.

The survey was conducted by independent research agency, Customer IQ

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# What the readers say

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“Just picked up a copy of the mag at Society. Really next-level quality and I’ve not even opened it yet!”

“I’ve really enjoyed the issues so far – a great combination of nicely designed layouts, and interesting, digestible content. Great work!”

“I have just discovered nearfield. It is brilliant. I have found out so much. Already a fan!”

“Great issue of nearfield – several todos as a consequence. Cheers!”

“So good! I read it cover to cover.”

“Love seeing this magazine go from strength to strength. Only two issues in, and already I see it everywhere and hear it mentioned daily. And yes, I have their sticker on my laptop.”

“I couldn’t be without this cool magazine to help me discover what’s going on around these parts!”

“nearfield is a ludicrously lovely magazine, and distributed within some of my favourite independent shops in Bristol and Bath. It’s so fresh and exciting.”

“So impressive. The quality of the layout and the whole feel of the magazine belies its free nature.”

“We are so happy to see the quality of nearfield. Bath and the area certainly needs this type of magazine!”

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# What the advertisers say

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“I can’t remember how long I committed to nearfield for, but I’m finding it the best money I’ve spent on advertising so far, and would like to check how much longer I have left so I can renew.”

“Absolutely love nearfield, by the way. It looks amazing, and is always stuffed full of interesting content and features. Such a treat when a new edition comes out, and I’m usually lucky enough to get one from The Egg Theatre café.”

“Your magazine is definitely the nicest by far.”

“We loved looking through your mag yesterday – and hats off! What a classy and vibrant publication.”

“The ad looks awesome! It’s a really cool mag and we love what you guys are doing.”

“Bristol’s finest new independent magazine.”

“nearfield is a good fit for our business – you represent a great community of people and have a great ethos.”

“We were very pleased to hear that we had volunteers sign up as a result of seeing our ad in nearfield, which is really brilliant. It’s great to see nearfield popping up in so many locations across Bristol, too!”

“We were so impressed with the quality of nearfield’s first issue and the distribution you guys have achieved, that we’d be pleased to confirm a long-term booking with you.”

“I write to congratulate you on the first edition, which was beautifully produced and well received by our customers.”

“I love what you guys do, and this makes it affordable for the very small business I am.”

**nearfield**