

HALSTEAD EDITION

Standard Positions

Double Page	£735.00
Full Page	£395.00
Half Page	£210.00
Quarter Page	£115.00
Eighth Page	£65.00
Mini Ad 6x2	£45.00
Classified 6x1	£30.00

Premium Positions

Back-Full Page	£600.00
Back-Half Page	£315.00
Back-Quarter Page	£185.00
Back-Eighth Page	£95.00
Front-Quarter Page	£280.00
Front-Eighth Page	£150.00
Front-Ear Piece	£55.00

BRAINTREE EDITION

Standard Positions

Double Page	£795.00
Full Page	£430.00
Half Page	£230.00
Quarter Page	£125.00
Eighth Page	£70.00
Mini Ad 6x2	£50.00
Classified 6x1	£32.50

Premium Positions

Back-Full Page	£750.00
Back-Half Page	£395.00
Back-Quarter Page	£210.00
Back-Eighth Page	£115.00
Front-Quarter Page	£325.00
Front-Eighth Page	£175.00
Front-Ear Piece	£55.00

GROUP

Standard Positions

Double Page	£1,375.00
Full Page	£745.00
Half Page	£400.00
Quarter Page	£215.00
Eighth Page	£120.00
Mini Ad 6x2	£80.00
Classified 6x1	£55.00

Premium Positions

Back-Full Page	£1,180.00
Back-Half Page	£620.00
Back-Quarter Page	£345.00
Back-Eighth Page	£185.00
Front-Quarter Page	£530.00
Front-Eighth Page	£285.00
Front-Ear Piece	£97.50

See our on-line publication, services directory etc at www.thehiggler.co.uk

HALSTEAD & SUDBURY EDITION

Total Distribution

12,000 Copies

10,500 Copies delivered FREE to households in:

Halstead

Earls Colne

White Colne

Colne Engaine

Coggeshall

Sible Hedingham

Castle Hedingham

Gosfield

Greenstead Green

The Maplesteads

Plus deliveries to businesses and local pick-up points in surrounding villages.

BRAINTREE EDITION

Total Distribution

13,000 Copies

12,200 Copies delivered FREE to households in the Braintree, Bocking and Notley areas.

Including postcode areas.

CM7-1,

CM7-2,

CM7-3,

CM7-9

CM77-7

CM77-8

Plus deliveries to businesses and local pick-up points in Silver End, Rayne and surrounding villages.

FULL GROUP

Distribution

25,000 Copies

Rates Include

- Full Colour available on all full display advertisements.
- Free entry in the Higgler Magazine Services Directory for display ad bookings when booked for three or more inserts.
- Service Directory Entry only: £3.50 per month, minimum 6 insertions.

One-Stop Leaflet Shop

We also offer a complete service for businesses that wish to promote their business services using leaflets.

We can supply our clients with a design service, production of final artwork, print and delivery.

For further details contact us on

Tel: 01787 477576

All prices exclude VAT.
GAP Publishing standard terms and conditions apply. E.&OE

The Higgle

Horizontal Half Page

Halstead £210.00

Braintree £230.00

Group £400.00

Including Full Colour

The Higgle

Quarter Page

Halstead £115.00

Braintree £125.00

Group £215.00

Including Full Colour

The Higgle

Eighth Page

Halstead £65.00

Braintree £70.00

Group £120.00

Including Full Colour

The Higgle

Classified

5x1

Halstead £25.00

Braintree £30.00

Group £40.00

Including Full
Colour

The Higgle

Classified 4x1

Halstead £20.00

Braintree £25.00

Group £30.00

Including
Full Colour



Half Page (4 Column)

Halstead £210.00

Braintree £230.00

Group £400.00

Including Full Colour



Rates Include

(Display ads only)

- Full Colour
- Free entry in the Higgler Magazine Services Directory.
- Free entry in the Higgler Web Services Directory.



Mini Ad

(2 Column)

Halstead £45.00

Braintree £50.00

Group £80.00

Including Full Colour



Eighth Page

(2 Column)

Halstead £65.00

Braintree £70.00

Group £120.00

Including Full Colour



**Other advertisement
sizes available**

Tel: 01787 477576

email: ads@thehiggler.co.uk

Website: www.thehiggler.co.uk



Vertical Half Page

Halstead £210.00
Braintree £230.00
Group £400.00
Including
Full Colour

Ad Design Service

An ad design service is available for a cost of £20. The charge does not apply to bookings for 3 or more consecutive insertions or alterations to existing copy. Ad design copy must be received at least 10 days before publication.

△ All prices exclude VAT.

△ GAP Publishing standard terms and conditions apply

△ E.& O.E.

Tel: 01787 477576

email: ads@thehiggler.co.uk

Website: www.thehiggler.co.uk



TECHNICAL DATA

- △ Printed heat set web offset
- △ Four Colour available on all pages
- △ Submitted artwork PDF or EPSF
- △ Submitted copy Microsoft Word or rich text format.

ADVERTISEMENT DIMENSIONS

Display Sections (height x width)

Page (Non Bleed)	277mm x 186mm
Page (Bleed)	297mm x 210mm
Half Horizontal	137mm x 186mm
Half Vertical	277mm x 91.5mm
Quarter Page	137mm x 91.5mm
Eighth Page	67mm x 91.5mm

Quarter Page (Front)

95mm x 206mm

Eighth Page (Front)

95mm x 100mm

Classified Section (width)

Single Column ads (48mm wide)

Double Column ads (98mm wide)

COPY DEADLINE DATES

The Copy deadline for the Higgler is the 23rd of the month for publication in the following months edition.