

## 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](http://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](mailto:ads@thehiggler.co.uk)

Website: [www.thehiggler.co.uk](http://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](mailto:ads@thehiggler.co.uk)

Website: [www.thehiggler.co.uk](http://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)	90mm x 206mm
Eighth Page (Front)	90mm 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.**

March 2010 Edition

**Deadline: 23rd February 10**

April 2010 Edition

**Deadline: 23rd March 10**

May 2010 Edition

**Deadline: 23rd April 10**

June 2010 Edition

**Deadline: 23rd May 10**

July 2010 Edition

**Deadline: 23rd June 10**