South London Press

MEDIA PACK 2023

Newspaper

Our paper now boasts increased distribution where our title is readily available free of charge.

Our award winning newspaper is widely held up as one of the best titles in the capital, with its robust news coverage of the boroughs of Lambeth, Southwark, Lewisham, Wandsworth, Merton, Greenwich, Bexley and Croydon.

Sports coverage is second to none and the paper is key media partners with Millwall and Charlton Athletic football clubs.

Digital E-Edition

Using Pagesuite HTML5, easily adjust how the touch screen friendly pages are displayed to optimize page size, view full-screen or as single or double pages.

Easily navigate between pages or jump to the front or back pages of any edition.

Get quick access to options such as search, share and download. Use the main menu to access a full list of options including an extensive archive of all our publications dating back to 2009.

Online

Our website has quickly established itself as one of the leading local news and sports websites and offers an ever growing audience.

We offer everything our local papers does, plus more, with all the latest breaking stories updated throughout the day.

We also cover all the latest events in our Lifestyle section, featuring what's on, food and drink, entertainment, education and share your opinions and South London memories.

Subscribe with us and we'll deliver the paper straight to your door!

Prices start from £2.50 (inc. cost of newspaper and P&P)

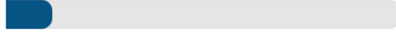# Our Audience

47,500
PRINTED
COPIES
PER WEEK*
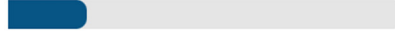
63,349
AVERAGE
ONLINE USERS
PER WEEK**

36,088
SOCIAL MEDIA
FOLLOWERS -
TWITTER &
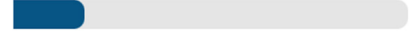FACEBOOK#

WEBSITE DEMOGRAPHICS

- 18 - 24 yr olds **12%**
- 25 - 34 yr olds **22%**
- 35 - 44 yr olds **20%**
- 45 - 54 yr olds **18%**
- 55 - 64 yr olds **18%**
- 65+ yr olds **10%**

- **71%** Male
- **29%** Female
- **53%** New Visitors
- **47%** Returning Visitors
- **75%** Mobile & Tablet
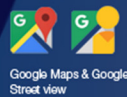- **25%** Desktop

Pick up your paper here...

Insert your postcode to find your nearest newsagent

Search your Location

eg. SE6

Search

Zoom in for the nearest stores and get directions...

Google Maps & Google Street view

Stores: 12   PRINT

Farooq Food Store
116 Bromley Road
Lewisham, London, SE6 4HQ

Directions   0.10 Miles

Co-op Catford

308-312 Sangley Road
Lewisham, London, SE6 3BT

Directions   0.50 Miles

Farooq Food Store
116 Bromley Road
Lewisham, London, SE6 4HQ
0.10 Miles

Directions   Zoom

southlondonpress

london weekly news & Mercury

WHERE TO FIND YOUR COPY OF THE SLP NEWSPAPER....

GET YOUR COPY HERE!

www.londonnewsonline.co.uk/distribution

AREAS OF DISTRIBUTION

Abbey Wood | Aylesford & West Malling | Balham | Battersea | Beckenham | Belvedere | Bermondsey & Rotherhithe | Bexley | Bexleyheath | Blackfen & Sidcup | Blackheath & Kidbrooke | Brixton & Tulse Hill | Brockley | Bromley | Camberwell | Canary Wharf & Isle of Dogs | Carshalton & Wallington | Catford | Central London | Charlton | Chatham | Clapham | Croydon | Crystal Palace | Dartford | Deptford | Dulwich & East Dulwich | Eltham | Erith | Forest Hill | Gillingham | Gravesend | Greenwich | Herne Hill | Kennington | Kingston Upon Thames & New Malden | Lambeth | Lee & Grove Park | Lewisham | Maidstone & Medway | Morden | New Cross | Orpington | Peckham | Penge | Putney | Rochester | Sittingbourne | Sheerness | Southwark | Streatham | Sydenham | Thamesmead | Tonbridge, Sevenoaks & Westerham | Tooting | Walworth | Wandsworth | Welling | West Norwood & South Norwood | Wimbledon | Woolwich & Plumstead

We'll deliver the paper straight to your inbox!

We'll email you every Friday when the latest edition is published.

In-House Design

South London Press has a talented and experienced team in place who are always brimming with innovative and creative ideas. We can design your adverts for the paper, or animated digital adverts for online at no extra cost.

Newspaper Advertising - Print Data

- Accepted file formats – PDF, PNG, JPEG, EPS, TIF
- High resolution - at least 300 dpi
- Colour for print – CMYK
- All fonts should be embedded or converted to shape.
- Transparency should be preserved and not flattened.

Column Sizes

8 columns - 26.2cm
7 columns - 22.9cm
6 columns - 19.6cm
5 columns - 16.3cm
4 columns - 13.1cm
3 columns - 9.6cm
2 columns - 6.4cm
1 column - 3.1cm

Advertisement Sizes

Wrap Front Page - 29cm x 26.2cm
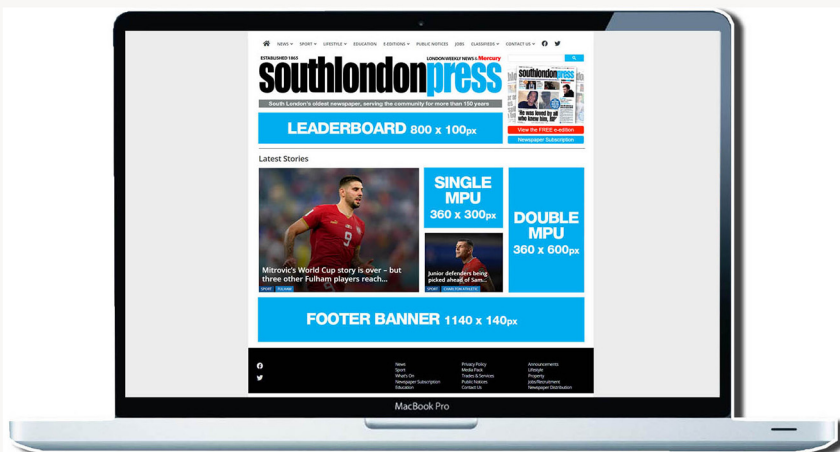Wrap DPS - 34cm x 54.4cm
Wrap Back Page - 34cm x 26.2cm

Full Page - 34cm x 26.2cm
Half Page (Horizontal) - 17cm x 26.2cm
Half Page (Vertical)- 34cm x 13.1cm
Quarter Page - 17cm x 13.1cm

Online Advertising

Leaderboards are the first advertisements to be seen by users accessing our website. They are a stand-out dominator with high impact and premium space.

MPU's are our most popular way to advertise. Footer banners are full website content width and placed at the very bottom of the page.

LEADERBOARD - 800 x 100px   FOOTER BANNER - 1140 x 140px
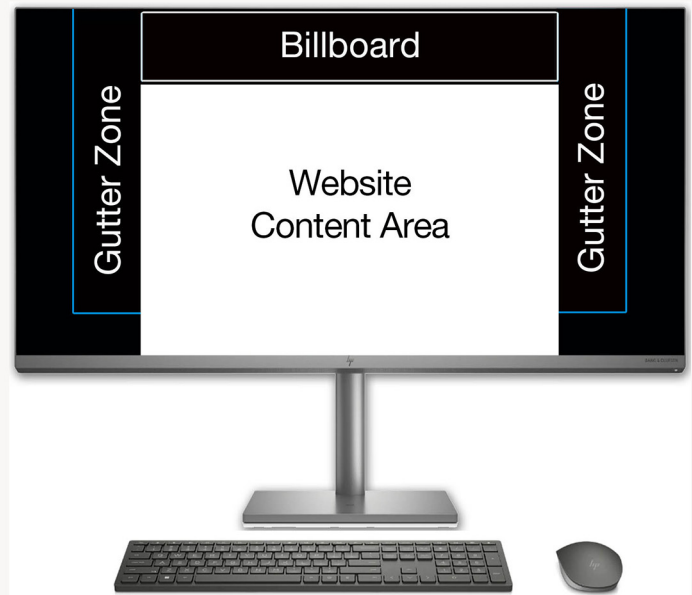SINGLE MPU - 360 x 300px   DOUBLE MPU - 360 x 600px

'Skins' - Background Takeover

A desktop-only advert designed to slot under the webpage's content area. It creates a large impact as the takeover combines a background skin creative with a billboard header at the very top of the page.

We advise to keep important imagery within the designated 'gutter zone' of 180 x 900px, so it is visible on smaller screens.

SKIN - 1900 x 980px   BILLBOARD - 1200 x 170px
WEBSITE AREA- 1200 x 815px   GUTTER ZONE - 180 x 900px

Billboard

Gutter Zone

Website Content Area

Gutter Zone

Online Advertising - Digital Data

- Accepted file formats – PNG, JPEG or GIF (animated)
- Colour – RGB (Convert all text, vectors & images to RGB)
- All fonts should be embedded or converted to shape.
- Transparency should be preserved – not flattened.
- PDF/X should not be used for digital advertising.
- Resolution – 72 dpi or 96 dpi
- We can also take any print advertisements and create animated banners & MPU's to run on the website

Get in touch...

Phone: 03300 580 680

Email:

mediapromotions@slpmedia.co.uk

Visit us:

South London Press
Unit 112, 160 Bromley Road, Catford, London SE6 2NZ

OPENING TIMES: Mon - Fri 9am - 5pm

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🐦 @Sthlondonpress