

# The Little Black Book 2022

***April 2022 will see the return of the popular local directory to over 25,000 homes in Spalding, Holbeach & Boston\****

**The Little Black Book – A quality annual directory from the publisher of SIMPLY **MAGAZINES****

After many years of producing the ever popular Little Black Book, covid-19 meant that we could not produce an issue in 2021 but we are pleased to announce once again we are planning the return of the publication.

Always receiving a positive response from both residents and advertisers we are once again producing the A6 pocket sized compendium containing all the useful numbers for homeowners across the region. Being compact the directory can be easily stored in the top drawer, handbag or even a car glove box!

**There are many directories out there to advertise in, what makes this one different?**

As with SIMPLY **SPALDING** and SIMPLY **BOSTON**, The Little Black Book will be hand delivered through 25,989 local letterboxes! This year, for the first time we are pleased to confirm we will be utilising the Royal Mail delivery service.

The directory isn't full of listings to trawl through but professionally designed adverts in alphabetical order by category, which will be appealing to the reader's eye and also attract them to your business!

There is a maximum of 10 businesses per category allowed to promote, giving a guarantee that you won't be 'fighting' for business.

**REMEMBER space is limited to just 10 advertisers per category, so book your space today! If you have any questions please call Sarah on 01775 640254.**

\*The Little Black Book will reach homes in the following postcodes – PE11-1, PE11-2, PE12-7, PE21-6, PE21-7, PE21-9

# Rates & Advertising Options

**How much does it cost?.....**The cost depends on what size advert you book!

Single Box - £58.00

Double Box - £96.00

Half Page - £159.00

Full Page - £265.00

## **Premium Positions**

Outside Back Cover - £331.00

Inside Front Cover - £305.00

Inside Back Cover - £297.00

Centre Spread - £530.00

All prices are plus VAT, are to be pre-paid and include all design work

## **Advertisement Dimensions**

Please supply all artwork as high resolution (300dpi minimum) jpegs or print ready PDFs in greyscale.

Single Box - 20mm x 92mm

Double Box - 42mm x 92mm

Half Page - 65mm x 92mm

Full Page - 135mm x 92mm

Centre Spread - 135mm x 196mm

## **Interested in Sponsoring The Little Black Book?**

Sponsorship offers a unique opportunity to raise your company profile to residents of Spalding, Boston and Holbeach to increase your business and be associated with the popular Simply Magazines series. Packages start from as little as £750 + vat

**How to Book** - call and reserve your space immediately by calling **01775 640254** or emailing **[sales@chilli-mp.co.uk](mailto:sales@chilli-mp.co.uk)**